

## **The Study of Promotion Campaigns that Effect Brand Choice of Quick Service Restaurant (QRS) in Bangkok focusing in KFC, McDonald's and Burger King.**

**Sumas Wongsunopparat<sup>1</sup> & Idahosa Ben Obomwan<sup>2</sup>**

<sup>1</sup>(PhD, Johnson Graduate School of Management, Cornell University, United States of America  
MBA Tepper School of Business, Carnegie Mellon University, United State of America)

<sup>2</sup> (Master of Business Administration, Bangkok University, Bangkok Thailand)

### **Abstract:**

Understanding consumer buying behavior is one of the elements that helps in achieving marketing goals, and winning the hearts of customers is a huge task without a well-organized promotion campaign it is likely to fail. Hence, this study aims to determine the promotion techniques that can influence the consumer buying behavior of Quick Service Restaurant (QRS) in Bangkok, focusing on McDonald's, Burger King and KFC. A sample size of 400 customers were randomly targeted with 30 pilot tests conducted and Item-Objective Congruence (IOC) was also used to review each of the questionnaires. A quantitative analysis was an appropriate choice of the data analysis. The methodology used to analyze the influence of promotion campaigns that affect brand choice in this study is called Multinomial Logistic Regression. The use of the SPSS as a software was used to analyze the data adequately and in consideration of this, the formulation of the various charts and figures were also made in accordance with it. The result from the study can be outlined that; the customers of these Quick Service Restaurants are most attracted by constant promotions such as price discount, Coupons, buy one get one free, free Drinks and fries or salad. Moreover, the generic choice of the customers turned out to be the Burger King, as well, no significant difference was found between the choices of brands across genders.

Before any product or service can be sold, the use of promotional techniques and proper communication channels is very necessary for achieving the target objectives of that organization, there exists correlation between sales promotion and customer buying behavior in the short term. However, in the long run, no such associations have been established.

Hence, the Quick Service restaurants like the KFC, Burger King and the Mc Donald's would now be required to rely on advertising as well to build long term equity and loyalty. Thus, it can also be extended and applicable to other QSR in Bangkok.

**Key Words:**

Customers, Sales, promotions, KFC, Burger King, McDonalds, QSR, Restaurant, Techniques, influence, Offers, brand, Campaign, offer Etc

## **Chapter 1: Introduction**

### **1.1 Background**

Quick Service Restaurant (QSR) also known as a fast food restaurant typically part of a restaurant chain or franchise operation that provides standardized ingredients and specific type of mass-produced food designed for commercial resale and with a strong priority placed on "speed of service. Fast food was originally created as a commercial strategy to accommodate the larger numbers of busy commuters, travelers and wage workers who often did not have the time to sit down at a public house or diner and wait for their meal. By making speed of service the priority for customers.

Quick Service Restaurant giant such as McDonald's, KFC, Burger King and the rest of other are spending millions of dollars to publicized their product to consumer faced with multiple offer from different restaurant in business line, making them go through that customer behaviour as the result of various preferences, the attitude, the intentions and the decisions which are required to be made by the different consumers before they engage in the purchase of a product (Akkucuk and Esmaili 2016). The study which is conducted in this domain draws ideas from various subjects like the psychology, sociology, anthropology and others. A standard buying behavior can be broken down into a series of tasks as well as the procedures which comprise of a set of procedures like problem recognition whereby the customer tends to identify the problem which is being faced by them and in association with this, is able to identify the manner in which their needs are required to be covered adequately (Ansari, Usama and Siddiqui, 2019).

The second stage which is generally followed by the different customers can be essentially defined as the information research whereby the individual engages in the research which seeks to find related information such as the collection of details of the products and other related data. The next stage is the evaluation stage whereby the customer is essentially required to evaluate the different needs, the preferences which are taken by them and the financial resources which are at their disposal (Natarajan, 2016). In line with this, it is also necessary to understand that, the purchase decision of the customer comes next whereby they will essentially be required to engage in an analysis of the particular brand choice which has to be engaged in order to ensure they undertake their overall choice based on the price as well as the availability of the different customer.

According to Ramya and Mohamed Ali (2016), the last stage is the post purchase evaluation whereby the customer is thereby required to undertake the different decisions which are essentially based on the satisfaction of the different customer needs. Hence, the customer purchase decision and buying behavior can be taken to be a complicated procedure and needs to be consulted effectively.

Additionally, it is integral to note, the kind of buying behavior tends to vary on the extent to which, the product type and quality is involved (Rana and Paul, 2017). Moreover, the different types of buying behavior generally range from complex which involves high degree of customer involvement with significant brand differences, it involves dissonance reducing which involves high degree of involvement with little brand difference, it also involves habitual which is the low involvement with very little brand difference and lastly, the decision behavior or the buying behavior can be categorized as variety seeking which tends to involve low involvement with perceived brand difference which comprises of the decisions regarding food choices (Schrunk and Running 2018). Therefore, this study will be focused on the promotion

campaigns that effect brand choice of McDonald's, KFC and Burger King this can be essentially categorized as the variety seeking decision behavior in QSR.

Having examined the overview of the concepts related to the consumer being behavior and the concept of sales promotion, it can be rightfully mentioned that, the main aim of the study is to *examine the manner in which the sales promotion techniques can influence the consumer buying behavior*. The organization which has been chosen for this analysis are Burger King, McDonald's and KFC in Bangkok. Through this study, the researcher aims to determine the ways in which the organization can make use of the marketing promotion techniques in order to gain success in the domain of influencing consumer buying behavior in their selection of choice of fast food.

### **1.2 Statement of Problem**

Although, the economy declines of Bangkok as a result of the covid-19 outbreak and the tourism fall in the last five months has increased considerably, it becomes crucial for a firm to ensure that they are successfully being able to attain a larger audience towards itself. However, this is not the case and in reality, the organization has been experiencing certain problems whereby they are being required to undertake an analysis of the various ways in which they will be able to attract as well as retain the different customers (Shoham and Gavish 2016). With respect to this, it needs to be essentially mentioned that various organizations often tend to undertake various promotional techniques to make their product successful. According to Xie et al. (2017), the sales promotion activities supplement the personal selling as well as the advertising which makes the operations rather effective in nature., with relation to this, it can be mentioned that, Burger King, McDonald's and KFC in Bangkok would be required to go the extra miles in to be able to undertake the right steps and ensure that initiatives can be

undertaken in order to gain back the customers. Therefore, through this study, the issue related to the reducing footfall at Burger King, McDonald's and KFC shall be examined.

### *1.3 Scope of Research*

The research shall undertake an analysis whereby the problem which is related to the consumer buying behavior of the different customers at Burger King, McDonald's and KFC will be examined successfully and this will be assessed by different promotional campaign which can be applied by the firm in order to influence this process and to attract the different customers towards the organization. The sales promotion can be characterized as an essential part of the marketing plan which is generally undertaken by the different organizations in order that different customers are be able to take right decision and can be attracted to the different offerings of the firm (Shailashree, Aithal and Shenoy 2018). The sales promotion aims to see to it that, the business is essentially able to introduce new products, attract the new set of customers, and induce the customers to buy the products and to increase the sales during the off season.

However, the study will be limited to underlying the different issues which Burger King, McDonald's and KFC are currently being faced, examination of the theories relating to Sales promotion, assessing theories and frameworks related to Customer buying behavior and thereby analyzing the different factors which influence their behavior (Shih, Yu and Tseng 2015). This will be followed by examining the data which can be collected from the different customers and then Burger King, McDonald's and KFC will be provided with some

recommendation which would assist the firm in improving its customer needs and engage in the fulfillment of the same.

#### *1.4 Assumptions of Research*

The research assumptions can be defined as the aspects which are generally accepted as true or at the least plausible in nature by the different researchers as well as the peers. In other words, any scholar who takes an analysis of the study must ensure that their study is generally based on a set of assumptions which may be pertaining to aspects like the strategic test, the research design and other such delimitations. This research assumption can be underlined as follows:

1. The responses which may be undertaken from the primary sources will be honest and truthful responses (Kumar, 2019). All the questions which will be asked to the different respondents will be answered in full honesty and in relation to this, they would be providing information which is authentic in nature and supports the study or the purpose which has been set out for the study.
2. Secondly, it is also assumed that, the statistical models which have been made use can be utilized successfully as per the best of their abilities as it is through this initiative that they will be successfully able to examine the manner in which the business will undertake the initiatives to generate a better sales or not (Siegel 2016).

It has to be understood that in the research procedure, undertaking these assumptions in the right manner is essential as the violation of any of these can thereby lead to the violation of the research study.

### *1.5 Limitations of Research*

Every research which is generally conducted has a certain set of limitations which thereby tend to limit the outcomes of the study or may have a strong impact on the manner in which the research outcomes are generated for the research. In relation to this, the different research limitations which bound the study are as follows:

1. The time frame within which the research has to be conducted can be mentioned to be very limited in nature. This essentially means that, if the researcher had received more time with respect to the researcher, in such a case, the outcomes could have been presented in a better manner.
2. A limited number of resources were essentially available to conduct the study and to ensure that the outcomes of the study can be attained in the right manner. In relation to this, it becomes critically important to ensure that, had the researcher been exposed to a large number of resources, the outcomes of the researcher could have been improved (Kumar 2019)

### *1.6 Research Objectives*



The research objectives which have been set down to determine the promotional techniques which can be used to influence the consumer buying behavior in their brand choice are posited below. Additionally, to test the following underneath hypotheses:

1. To understand the concept of customer buying behavior and the sales promotion techniques that actually yield maximum outcome in brand choice selections.
2. To analyze the consumer buying behavior at Burger King, McDonald's and KFC in Bangkok and the manner in which they have been making use of the various Sales promotion tools.
3. To understand the role of marketing mix in consumer buying behavior.
4. To find the relationship between the sales promotion techniques and the Customer buying behavior in Burger King, McDonald's and KFC in Bangkok and how its effect brand choice
5. To provide recommendations based on which Burger King, McDonald's and KFC Bangkok will be able to improve the ways in which the sales promotion activities can be carried out by the firm in order to improve the Customer buying behavior in brand choice selections.

**Underneath hypotheses:**

- H1o: Social Trend does not affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H1a: Social Trend does affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.

- H2o: Attitude does not affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H2a: Attitude does affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H3o: Product does not affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H3a: Product does affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H4o: Place does not affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H4a: Place does affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H5o: Promotion does not affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H5a: Promotion does affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H6a: The People does affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H6o: The People does not affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H7a: The Physical Environment does affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H7o: The Physical Environment does not affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand

- H9o: Process does not affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok brands in Bangkok, Thailand.
  - H9a: Process does affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok brands in Bangkok, Thailand.
- 2 To understand the concept of customer buying behavior and the sales promotion techniques that actually yield maximum outcome in brand choice selections.
  - 3 To analyze the consumer buying behavior at Burger King, McDonald's and KFC in Bangkok and analyze the manner in which they have been making use of the various Sales promotion tools.
  - 4 To provide recommendations based on which Burger King, McDonald's and KFC Bangkok will be able to improve the ways in which the sales promotion activities can be carried out by the firm in order to improve the Customer buying behavior in brand choice selections and as well extend the recommendation to quick service restaurant in Bangkok, Thailand

### *1.7 Intention and Reason for Study*

The main intention based on which the research is being carried out can be stated that Consumer buying behavior and the Sales promotion campaign can be taken to be extensive branches of studies whereby there exists a presence of a large number of theories and frameworks (Shamout, 2016). Hence, it is through this study that, the researcher will be successfully analyze and examine the theories related to the consumer buying behavior and sales promotion. Additionally, the case for Burger King, McDonald's and KFC in Bangkok

will also be assessed. Therefore, the primary aim of the research is to find the influence of sales promotion techniques on brand choice and consumer buying behavior for Burger King, McDonald's and KFC in Bangkok.

### *1.8 Research Questions*

Knowing that the research topic is the study of promotion campaigns that effect brand choice of QRS in Bangkok focusing in KFC, McDonald's and Burger, wherefor, the research questions are developed based on the research aim and objectives, which are; Does Sales promotions techniques play paramount roles in increasing KFC, McDonald's and Burger sales output. What would be the relationship between sales promotions offers and consumer buying behavior and how it influences brand choice.

### *1.9 Benefits of Research*

The benefits of the research can be underlined as follows:

1. The recommendations made at the end of the research will be essentially useful in finding out the ways in which Burger King, McDonald's and KFC will be able to improve the operations of the firm's marketing strategies capture the interest of more customers for a higher sales return.
2. It will find the relationship which exists between sales promotion campaign and the customer buying behavior in their brand choice.

3. It will assist in determining the various factors which influence the customer buying behavior in brand choice selections of quick service restaurant in Bangkok Thailand.
4. It will help in determine the manner in which the sales promotion techniques can be used to increase competitive capabilities

### *1.10 Conclusion*

Introduction chapter can be considered as a primary chapter of a research and based on this, a research would be required to undertake considerable analysis of the ways in which the research will be carried out and the objectives of the research can be achieved successfully. The chapter outlined the background of the research, the benefits, the assumptions, the research scope and rationale along with the Limitations which will be faced by the study due to certain constraints. Additionally, the rationale of the study provides an overview of the manner in which the study has aimed to find a gap in the literature and determined to understand the concepts through a real-life case study.

## **Chapter Two**

### **2. Literature Review**

#### *Overview*

As for this research, numerous papers and articles have been review and other theoretical resources in order to determine the impact of the various factors affecting the consumer buying behavior and the Sales promotion techniques that influence brand choice.

#### ***2.1 Consumer Buying Behavior***

The consumer buying behavior is a set of actions which are undertaken by the customers in order to successfully engage in a strong association with the enterprises in respect to the use of a specific product or an associated service. This often comprises of services and aspects such as the consultation through the search engines, social media posts and other endeavors. The positive customer buying behavior can be taken to be beneficial for the

enterprise as it assists in ensuring that the firm is being able to tailor the overall activities to ensure that the consumer behavior can be aligned accordingly.

The customer buying behavior is greatly affected by a number of endeavors which are generally undertaken by an enterprise to attract the customers and has a great influence on their overall instances. According to Yeboah-Asiamah, Quaye and Nimako (2016) it becomes critical for the different enterprises to learn about the factors which majorly influence the customer buying behavior. There are a large number of factors which have a critical influence on the overall purchase decisions of the customers and the enterprise would be required to undertake considerate initiatives to ensure that, they can cater to these factors. These can be identified as the factors associated with the cultural factors. The culture is not always correlated with the nationality of an individual but is also determined by the \*associations, the related beliefs of an individual and their overall location. In association with this, the social factors also have a critical impact on the manner in which an individual's overall environment is impacted.

Additionally, personal factors associated with the demographics such as the marital status, budget, personal beliefs, morals as well as the values. Lastly, the psychological factors associated with an individual's state of mind and other aspects also affect the decision making of the customers and, the enterprises would be required to see to it that, they are being able to cater to these needs of the consumers (Trudel 2019). At Mc Donald's, KFC and the Burger King which are Quick Service restaurants, they would be required to look out for the aspects related to the different budgets, family size and the time of the day which affects the decision making.

According to Bellini, Cardinali and Grandi (2017) it has to be understood that the Consumer Buying Behavior is largely influenced by a number of factors such as the product design, the price of the product being sold, the promotional factors being undertaken by the enterprise, the positioning as well as the distribution of the enterprises. Other factors which generally tend to influence these consumer behavior decisions can be referred to as the personal factors such as the age of the different aspects like the education, gender, income level and the age of the different customers who are present (Bowie et al. 2016). Another set of factors influencing the operations of the firm can be stated to be the psychological factors like the buying motives, the perceptions of the products and the overall attitude of the different products.

Even situational factors tend to have a strong impact on the decision maker and affect the manner in which the consumer tends to make the choice of the products which are required to be modified accordingly (Chaffey and Ellis-Chadwick 2019). Lastly, the factors like social and cultural factors which are the reference groups, social status, the religion, social class and the sub castes have a strong influence over the operations of the enterprise.

According to De Mooij (2018), the consumer behavior needs to undergo a constant change and does not remain static. This means that, over time, the consumer behavior undergoes a considerate change depending on the nature of the environment, the needs of the consumers and other related factors. Hence, the marketers need to understand that they are able to undergo an analysis of this change in behavior which takes place with respect to the consumer in order to determine that the market will be able to attain the needs of the business adequately.

Additionally, the consumer behavior of the consumers is relative in nature. This means that the different consumers in the market tend to behave differently, such as lifestyle and



culture of the consumer varies from one individual to another, it becomes critical to understand that, when some customers are technological oriented, there are others who do not prefer to use technology and hence, in consideration to this, it is the overall duty of the marketer to see that they undertake the right kind of decision. Deepak and Jeyakumar (2019) states that the consumer behavior can be stated to be country specific as well. The consumer behavior tends to vary across regions, countries, states and urban as well as the rural consumers. Although the rural consumers have adequate funds, they are often apprehensive of the kind of decision which they undertake but urban customers are more open about their overall views and generally spend a larger amount of funds on the different goods.

The consumer behavior is often taken to be an indicator of the purchase behavior of the different consumers and in consideration of this, it is relevant to certify that, the consumer behavior needs to be verified and assessed properly as it will contribute towards understanding whether the consumer behavior can be purchased accordingly in order to convert them to purchase decisions (Familmaleki, Aghighi and Hamidi 2015). If the marketers are able to influence consumer behavior then in such a case, their overall behavior regarding the purchases can be influenced accordingly.

The consumer behavior can also be considered to be a reflection of the overall standard of living of the consumer and hence, the buying behavior of the customers is often known to improve the overall standard of living. This means that when the frequency of the purchase of the person improves then in such a case, the standard of living of the individual also tends to improve (Fill and Turnbull 2016). This relates it to the fact that the consumer behavior of the buyers also reflects their overall status. Hence, if the consumers own luxury cars, they are generally known to belong to the higher status.

## **2.2 Customer buying behavior and sales promotion**

The sales promotion can be rightfully defined as a procedure which is used by the different enterprises in order to persuade a potential customer to engage in the purchase of a product. It can be mentioned to be a short-term tactic which is used by the enterprises to boost the sales of the firm and is a fairly strong way which can be applied to build the overall loyalty of the enterprise. The sales promotion activities as undertaken by the enterprise are mostly undertaken to impress the customers (Zhang and Benyoucef 2016). Enterprise such as the KFC, Mc Donald's and Burger King is considered a Quick Service Restaurants who run on a limited budget with a limited resource base and to ensure better efficiency, they would also require to ensure that there are several factors which they have to consider before engaging in the sales promotion campaign. Such factor includes promotional costs involved, the consistency of the brand image with that of the enterprise, the discounts being offered, the manner in which the long-term customer relationships can be built with the different customers and others (Mandel et al. 2017).

Some of the common means of sales promotions which are essentially used by the different enterprises can be identified to be the means such as the Money off coupons whereby the various customers receive the coupons with the pamphlets and the newspapers and gain discounts by presenting a given coupon.

In addition to this, there takes place several competitions as conducted by KFC and Burger King to encourage and engage customers along with vouchers, free gifts, happy meal toys by the Mc Donald's and others. Several point of sales materials like the display stands and other such items are also offered by the enterprise to engage the different customers in a strong association with the enterprise and to ensure higher sales. Other means which are used by the enterprises such as the Quick Service Restaurants can be identified to be the Loyalty cards which help the different guests to return to the retailer and gain discounts based on their

previous purchases. Hence, this influences the customers to return to the firm and to ensure better services from the side of the audiences. The loyalty cards also act as a crucial source of information about the shopping habits of the customers regarding their shopping destinations and planning's for new procedures.

The primary advantage of the sales promotion tactics as used can be outlined to be the effect on boosting the sales of the company and to encourage the customers to remain loyal without impacting the brand choice. However, there are certain disadvantages of the system as well whereby, the effect of sales promotion can be very limited with respect to the time and additionally may spoil brand images along with impacting the perceptions of the customers about the firm.

### ***2.3. Types of Buying Behavior***

There are various types of Consumer buying behaviors which the different individuals often adhere to. It can be considered that; the various consumer behaviors usually comprise of the complex decisions whereby there exists high degree of consumer involvement with significance brand differences. In such a scenario, products which are generally priced high are purchased accordingly (Gillespie 2015).

The next type of decision which has to be undertaken is referred to as dissonance reducing. In such a scenario, the brand differences are very few in nature and the degree of involvement can be stated to be very high (Gudonavičienė and Alijošienė 2015). Another kind of buying behavior can be referred to as the buying behavior which is stated to be Habitual behavior whereby there does not exist much involvement with the brand and the decisions are taken quite quickly. Additionally, according to Haider et al. (2017) under this consumer

behavior, consumers have low involvement with the significant perceived brand difference such as various chocolates.

#### ***2.4 Theories relating to the Consumer Buying Behavior***

There are a large number of theories which are related to the consumer buying Behavior which can be understood to be influencing the overall customers to undertake respective actions based on which the decisions have to be taken accordingly (Hassan 2015). The different theories which are applicable to the consumers of various enterprises is as follows:

#### **2.5 Theory of Reasoned Action**

The theory of reasoned action can be considered to be a theory which has been created by Martin Fishbein and Icek Ajzen in the late 1960s. The theory primarily focuses on the importance of the pre-existing attitudes in the overall decision-making procedure. In line with this, the core of the theory mentions that, the consumers act on the intention to receive a particular outcome (Hastings and Stead 2017). The consumers are considered to be actors who act in their own need. The theory mentions that, when a product is launched into the market, then in such a case, the marketers will be essentially required to associate the purchase with a positive result and this result must be specific in turn. The theory also highlights that, it is important to move the consumers through the sales pipeline and marketers must be able to understand the long lags between the intention and the completion of the action as this will allow the different customers to make the purchase decision accordingly (Jin, Wang and Hu 2015).

#### **2.6 Engel, Kollet, Blackwell (EKB) Model**

According to Keegan (2017) the Engel, Kollet and the Blackwell Model can be considered to be an expansion of the Theory Reasoned action. This model lays down the five-step procedure which is generally used by the consumers to make a purchase accordingly. The consumer buying behavior can be considered to be belonging to various steps and procedures which can be largely identified as the problem recognition whereby the consumers become aware of any unfulfilled need and study whether they require anything or not. The second step is the information research. In this procedure, the consumers gather relevant information and solve the various issues pertaining to their needs (Khan et al. 2016). The evaluation procedure comes next whereby the manager would be essentially required to evaluate the various resources as per the overall consumer needs and based on this step, the consumer generally makes use of the post purchase evaluation in order to engage in effective relationship with the buyers as well (Khan et al. 2016). The particular theory recommends that the different marketers who are present have to be involved in influencing the consumer behavior in two different procedures. These can be stated to be the initial information stage whereby, the marketer needs to provide the consumers with adequate information about the purchase and lastly, they are required to be contacted with on a regular basis and based on this, the contact with the team has to be maintained accordingly.

### 2.7 Motivation-Need Theory

The motivation need theory can be mentioned to be another theory related to Maslow's which is largely focused on the needs such as the physiological, survival, safety, love and self-actualization needs. The consumers are largely motivated to perform well and to go ahead in life (Khare 2015). The different successful marketing campaigns need to see to it that they bring about considerate awareness to the products and in consideration with this, they are also

able to see to it that, the consumers are purchasing the product and that the consumers are being motivated to prioritize the various purchases on the basis of the hierarchy of the needs. In consideration with this, a sense of urgency has to be developed in the consumers in order to ensure they are being able to perform well in the long run and are being able to attain their overall objectives (Kotler et al. 2017). The motivation need theory creates an article need within the various consumers as per the hierarchy which has been created accordingly.

### 2.8 Hawkins Stern Impulse Buying

The Hawkins Stern Impulse Buying theory can be stated to be another theory which is largely made use of by the different consumers and marketers in order to cater to the needs of the enterprise. The Stern theory largely believes in the fact that, sudden purchasing impulses act as a fit alongside the usual purchasing decisions which are usually made use of and they are driven by the external stimuli. These customers undertake the decision making based on the impulse and hence, this has no relation to the traditional decision-making procedure. According to Kotler et al. (2018), there are various categories of the impulse buying which are reflected by the different customers. The impulse purchasing theories tend to create an ocean of opportunities for the various marketers who are then allowed to utilize various methods in order to capitalize the predictable behaviors.

### ***2.9 Factors Affecting Consumer Buying Behavior***

The consumer behavior related to buying or the purchasing decisions can be referred to as the selection and consumption of the goods and services which usually meet their needs. Initially it is important to understand the consumer always tries to find those products which they would have an instinct towards and later on they get attracted by the external factors which influence the decision (Lovelock and Patterson 2015). After this selection the product, the

estimated calculation of funds is made and this is followed by the purchasing of the product. In this section the different factors which affect the consumer buying behavior will be critically analyzed in order to understand which factors have to be targeted by Burger King, McDonald's and KFC in Bangkok in order to satisfy their needs.

#### 2.10 Cultural factors

The first kind of factors which affect the decision making of the consumer can be referred to as the cultural factor. The culture can be described as a share of every enterprise and the main reason why a person wants to behave in a particular manner. The culture of the individual has a huge influence on the purchasing behavior of the consumer and hence it tends to depend and vary from country to country. Each culture has a separate sub culture such as the nationalities, geographical region, gender, and others. Hence marketers who are planning the sales promotion activities of Burger King, McDonald's and KFC would be required to see to segment the market in such a way that the promotion activities are successfully incorporated to target the right market. Another aspect which comes under culture can be referred to as a social class of the customer (Malik and Sachdeva 2015). Every society in which the firm operates has a particular kind of a social class which is important to make marketing decisions. Hence in consideration to this, the sales promotion activities undertaken by Burger King, McDonald's and KFC need to be designed in adapt to the different social classes and the fact that it is able to adhere the lifestyles such as the education, occupation, income and wealth.

#### 2.11 Social factors

The social factors form another kind of factors which influence the consumer buying behavior and it relate to the aspects such as the influence of the family, the groups, the role and status.

The group has a very strong influence on the decisions which are usually made by a consumer (Peattie 2016). The most influential group can be understood to be the family members and the immediate friends and relatives of the customers. Another set of groups which usually influence the customer can be stated to be the acquaintance or the neighbors involved. Hence the different firms must target these customers accordingly who are usually influenced by third party. The reference group also has a potential for the formation of an attitude in the consumer. The impact of the reference group may vary from individual to individual and generally depends on different brands and products (Pike 2015).

The roles and status which are usually present of an individual in the society also influence the kind of decision which is usually taken by them. As the various individuals have different roles in terms of the clubs, families, office /workplace, groups and other social circles, they undertake the decisions in a manner such that all the rules and status of every place is served accordingly.

### 2.12 Personal factors

The personal factors are the factors which have the capability to influence the consumer by influencing their behavior. These factors related to aspects like the lifestyle, economic status age, occupation and self-esteem of the individual customers. These factors comprise of aspects like the age and lifecycle, the economic conditions, the occupations and other such factors.

### *2.13 Age*

The age and a life cycle have a critical impact on the consumer buying decision because the purchases and services usually used by the consumers usually change with age. The family life cycle also affected purchase decision which the customer usually takes.

### *2.14 The occupation*



The occupation of an individual also has a very strong impact on the kind of decision which they are bound to make. This is because occupation is greatly related to the purchasing power of the customer and it is in regard to this that occupation affects the overall thinking.

#### *2.15 Personality*

Another factor which affects the purchase decision may be stated as the personality of the individual. Very often the different individuals having personalities and take decisions that would suit their personality the best and hence it is the duty of the enterprise like Burger King, McDonald's and KFC to make decisions according to the personality of the consumers in their target market in a manner such that the personality of the individual can be captured in the right product and sales promotion technique can be offered to the person who is the customer of the enterprise (Pride and Ferrell 2016).

#### 2.16 Economic factors

The economic condition which is usually prevailing in the market where the economy is based also determines the kind of decisions which are made. These aspects are extremely relevant in cases of high-level purchases and not so much in the cases of food products such as that of the Burger King, Mc Donald's and the KFC. A positive economic environment is the one where consumers are more confident to make purchases irrespective of the financial liabilities. When the market is good consumer purchase decisions are usually higher and they do not take into consideration other factors before purchasing the goods.

#### 2.17 The purchasing powers

The purchasing power of the customer is referred to as the capability of individual to make a particular purchase. They have a huge role to play in the influencing of the consumer behavior. The consumers always analyze the purchasing capability before making any kind of

a decision. If there exists a product with all kinds of excellent qualities and the consumer is attracted towards the product, however if the consumer does not have the purchasing power to buy the product and then may not be able to purchase it. Hence the purchasing power forms one of the most critical factors affecting the consumer buying behavior (Ramya and Ali 2016). All the enterprises must design products based on value pricing strategy in order to see to it that the consumers are in a position to pay for the goods which they may consider to be valuable and in this way the sales can increase to a great extent.

### ***2.18 Sales Promotion***

The sales promotion activities can be largely referred to as those activities which are made use by the various enterprises in order to purchase a particular product. The sales promotion is usually designed in a short-term tactic as well as a long-term tactic to boost the sales of the enterprise and at the same time build long term customer loyalty. According to Sajid (2016), it is not necessary that the different sales promotion techniques are necessarily targeted for the various customers only. Some of the sales promotion activities are largely targeted at the intermediaries and the sales force of the firm. For a business enterprise to secure long-term success, it needs to indulge in the offering of various kinds of sales promotion activities to the different users who are present.

These sales promotion activities can comprise of the activities like the money off campus, the competitions, the discount vouchers, the free gifts, the point of sales materials, the different loyalty cards and other such tools which can be utilized effectively in order for customers to be attracted on a sound basis. In line with this, the organization would be required to design effectively the plan which it seeks to undertake in order to determine the overall effectiveness of the sales promotion activities which are present (Saluja 2016). The primary

advantage of the sales promotion activity can be mentioned as a fact that assists in effective sales boosts. This means the sales promotion can be understood to be highly effective in encouraging the different customers to tie up with the brands or to switch brands and improve the overall sales of the firm.

However, there can be certain disadvantages of the sales promotion activities as well whereby the sales may comprise of the short term impacts on the enterprise and furthermore it may cause certain brand damages to the overall image of the enterprise and hence, this should not be indulged in on a regular basis (Sangroya and Nayak 2017).

### ***2.19 Theories of Sales Promotion***

Sales promotion theories generally tend to focus on the increase of the sales revenue of the enterprise. The theories and related earnings enable in understanding the manner in which the sales promotion activities can be carried out effectively and the long-term objectives of the business can be achieved in the right manner (Santini et al. 2015). The other authors argue that, the sales promotion activities are considered to be sound only for the short-term of the enterprise and are not considered to be sound for the long-term effectiveness of the enterprise the theories are as follows:

#### **2.20. Push Promotions**

The push theory is a sales promotion theory which assists in increasing the short-term sales revenue. The study can be understood to be conducted on a regular basis and in this kind of a sales promotion activity; the results are usually measured quickly. In consideration of this, it becomes relevant to understand that the sales promotion is known to source some kind of a

debate and others argue that although the initiative allows the firm to gain a larger market, the promotions may bring down the brand image of the enterprise in the long run (Valaei and Nikhashemi 2017). The push promotions thereby assist in seeing to it that the incentives can be created to the various wholesalers or the retailers who are present in order to sell a higher number of goods. This method is largely effective for the enterprise as it assists in seeing to it that the wholesalers from the starting point of the sales will be essentially able to push the products and help in increasing the overall sales of the enterprise.

#### 2.21. Pull Theory

The pull theory is a theory which is increasingly useful in order to maintain the overall demand of the product. The advertisement and tie ups with various products or the services which are available act as the key to the strategy. This theory is based on the fact that if the enterprise will be essentially able to increase the demand then the pull needs to come from the retailers who are present in the enterprise (Wilson et al. 2016). It can be considered relevant to understand that, the sales need to be needed from all sides and if an enterprise aims to ensure long term success then in this scenario, the sales can be effectively increased without affecting the overall sales value of the product which is being offered.

#### 2.22 Combination theory

Another kind of a theory which is useful and assists in understanding the overall push and pull which exists and is popularly known as the Combination theory. The combination theory involves the working together of both the push and pulls theory whereby in the push

theory is largely based to get the products to the hands of the various retailers and the wholesalers who are present. On the other hand, the pull theory is largely focused on getting more customers for the products which are present.

### **2.23.Role of marketing mix in consumer buying behavior**

The commercial environment is essentially dynamic in nature and in association with this, it can be rightfully outlined that, all organizations and Quick service restaurants like the Mc Donald's, KFC, and the Burger King in Thailand would be required to ensure that, they are successful in satisfying the overall customer expectations to ensure that the customers remain associated with the firm for a longer time frame. The different organizations often promise certain products or offerings to the customers thereby creating sound experience through the procedure of marketing mix and other similar systems. The customers are offered several items and services through the mix and ensures that a certain level of expectations are build up in the mind of the customers (Kumar, Adlakha and Mukherjee 2016). Many enterprises ensure that they provide the customers with affordable prices, discounts, displays and advertising modes. Hence, there exists a positive association between the marketing mix and the customer buying behavior as the customers like to be provided with better quality products. In association with this, it can be critically identified that, the enterprises must focus on the marketing mix elaboration and satisfactory provision of customer needs to ensure success in the long run.

### **2.24 Marketing Mix Theory**

The marketing mix as a Sales Promotion theory can be successfully described as the different aspects which have to be considered by the marketer before engaging in the sales of any good and before the planning. In consideration of this, the 7P as a theory was prepared by

Jerome McCarthy in 1960 and since then, the theory has been upgraded and updated throughout (Yeboah-Asiamah et al. 2016). In line with this, it becomes essential to ensure that, the different marketers will be required to ensure that the companies undertake the assistance of each of the essentials in order to reach out to the different individuals in an effective manner and to gain a large number of customers.

**Product** – The product needs to be a service or a good which the consumers should present a demand for accordingly. The aspect should be the product which the different customers get what they expect and additionally, the product or the service which is being provided to the customer needs to fulfill the need accordingly. The products as per Burger King, KFC and McDonalds would be the burgers, fries, chicken wings and other such products which are relatively available to the different customers.

**Place** – The place can be referred to as the focus of the operations. In consideration of this, the place of the marketing mix needs to be such that, the overall location of the product the enterprise will reach out to the audience in the right manner (Kotler et al. 2015). The place in case of the Marketing mix can be mentioned to be the physical restaurants where the firms are present.

**Price** – The price needs to be such that it will attract the customers and the product acts as a good value for money. In consideration of this, it is effective to note that, the marketing department would be required to research along and set the price of the products in a manner to engage in considerate effectiveness. The price of both these fast food restaurants can be described to be as moderate in nature and can be afford by both middle and lower salary earners.

**Promotion** – The promotion can be referred to as the Sales, Public relations, Advertising, Personal selling and other related aspects with the assistance of which they will be able to engage in considerate effectiveness and through which they will use all the resources of the

organization to ensure that the communication to the different members of the firm can be carried out in an effective manner and the advertisement needs to be informative in nature along with being appealing as well. In reference to the promotion, both the enterprises make effective use of the tools of marketing with the help of which, the firm will be successfully to ensure that the firm is being able to attract the right audience (Yeboah-Asiamah et al. 2016) .



Booms and Bitner in the 1980s came up with a relative addition to the marketing mix theory and intended to ensure that in addition to the 4Ps of marketing additional 3 components of the Ps would be required to be implemented in order to see to it that the service aspect of the Marketing Mix could be added accordingly and in line with this, initiatives could be taken to ensure overall success (Hastings and Stead 2017).

People – The people can be referred as to the employees who are essentially involved in the working of the firm. In consideration with this, it becomes essential to understand that, having the right kind of people for the purpose of the marketing activity. The people in the case of the different Burger King, KFC and the Mc Donald's outlets can be mentioned to be the various

executives/staff who are quite well behaved and tend to see to it that, the needs of the different customers can be fulfilled accordingly.

Processes –The process can be essentially defined as the delivery of the service to the different customers with the help of which the activity of the enterprise can be differentiated accordingly.

The process of delivery can be understood to be of the fast foods business whereby the firm tends to serve the different customers of adequate fast food and the service delivery time can be mentioned to be very less (Keegan 2017).

Physical Evidence – This comprises of the physical aspects of the delivery or the service which is being made. Very often when the customer pays for something tangible then in such a case, the firm needs to undertake adequate initiatives to ensure that, the bill is given to them. The products of Burger King, KFC and Mc Donald's can be understood to be the physical evidence

### ***2.25 Factors Influencing Sales Promotion Campaign***

The sales promotion can be understood to be an influencing technique which is usually adopted by various organizations. There are various factors which influence the use of the sales promotion techniques. These factors often have a great role to play in the deciding whether an enterprise will be adopting the sales promotion in order to carry out the operations of the enterprise. As Burger King, McDonald's and KFC is a large chain enterprise it is crucial to understand the different factors which implement and influence its choice of the right sales promotion technique.

### **2.26. The type of product**



The type of a product which is being marketed for has a great role to play on their sales promotion technique which is usually applied by an enterprise. The products are usually categorized in terms of the branded products, the most popular products, new products and other old products. All these different types of products which are provided by the firm usually require different sales promotion techniques (Keegan 2017). For instance, for a new range of Burger King, McDonald's and KFC can make use of television marketing and in order to just inform the customers about the existing offers it may use print marketing and other buy one gets one free promotional technique. Hence the type of product is a great determinant of the sales promotion technique which is applied by an enterprise.

#### 2.27 The use of the product

The product maybe an industry product, consumable product or an IT product or can even be the luxury product. The kind of product which is being promoted and the use of the product also affect their choice of the sales promotion technique which is generally applied by enterprise. The print advertising and the social media campaigning may be used for consumer goods on one hand whereas on the other hand for industrial goods, print media and the magazine advertising as promotion techniques can be understood to be a common means. Hence the use of the product has a huge impact on determining the success of the product and deciding the sales promotion technique being applied (Keegan 2017).

#### 2.28 Purchase quantity and frequency

The enterprise that is engaging in sales promotion activities is also required to consider the purchase frequency and the quantity while deciding on the sales promotion. Generally, when the frequency of purchasing a product is very high in such a case attractive sales

promotion offers need to be set up so that the customers will be able to get attracted to the offering. However, when the purchase frequency is low in then other means and messages of sales promotion can also be applied. When the purchase quantity is high then in such a case, high investment needs to be made in the sales promotion activities by the enterprise as compare to that when the purchase quantity is considerably low.

#### 2.29 The funds available for the sales promotion activity

The most important factors which influence sales promotion activities can be mention to be the funds available for those activities. When advertising through traditional means like newspaper and television, the price of sales promotion and related advertising techniques can be considered to be comparatively low. However, techniques such as the direct marketing and high discount sales promotion activities along with free products can be considered to be very high. Hence in such case Burger King, McDonald's and KFC as an enterprise would be required to decide upon the funds which are available for the sales promotion activity before proceeding with the same.

#### 2.30. The type of market

The type of market also has a great influence on the kind of sales promotion activity which is being adopted by the enterprise. Different market often possess different

characteristics features and these features can be considered to be aspects like the education, location, personality, bargaining capacity, age and the profession of the customers who are involved. Hence in consideration to this different sales promotion techniques are utilized in different kinds of markets (Wilson et al. 2016). The markets which are usually based on the consumer goods especially in the case of the restaurants in hospitality industry make use of brighter advertisements which may attract the audience who likes to eat out. However, business products attract a different kind of sales promotion techniques. These techniques may not necessarily be similar to the techniques which are used in their consumer goods industry.

### 2.31 The size of the market

The size of the market also determines the kind of sales promotion technique which is being used by the enterprise. When there are a large number of customers who are present then techniques such as discounts and free items are usually adopted. The place of the promotion is also playing a major role. The kind of language and the content of the message and other tools depend on the geographical areas. Hence the market characteristics have a major role to play in determining the kind of sales promotion technique which is being adopted by the enterprise.

### 2.32 The level of competition

The level of competition in the industry is also a great factor which affects the overall sales promotion techniques which are usually adopted by the enterprise. As Burger King McDonald's and KFC is faced by considerable competitors it usually makes use of sales

promotion techniques such as free burger and chicken wings, special discounts and other three items in order to ensure that it is being able to attract the right number of customers (Hastings and Stead 2017).

Hence it can be concluded that various sales promotion techniques such as discounts, coupons, Free offers and other advertising techniques are usually used when the product is new in the market and later on when the product becomes a player in the market then their activities are considerably reduce so as to ensure that the customers who are already attracted are not overloaded with the different sales promotion techniques which may in turn act out to be negative in nature.

### 2.33 Methodological Review

Multinomial logistic regression is used when the dependent variable in question is nominal (equivalently categorical, meaning that it falls into any one of a set of categories that cannot be ordered in any meaningful way) and for which there are more than two categories.

The multinomial logistic model assumes that data are case specific; that is, each independent variable has a single value for each case. The multinomial logistic model also assumes that the dependent variable cannot be perfectly predicted from the independent variables for any case. As with other types of regression, there is no need for the independent variables to be statistically independent from each other (unlike, for example, in a naive Bayes classifier); however, collinearity is assumed to be relatively low, as it becomes difficult to differentiate between the impact of several variables if this is not the case.

If the multinomial logit is used to model choices, it relies on the assumption of independence of irrelevant alternatives (IIA), which is not always desirable. This assumption states that the odds of preferring one class over another do not depend on the presence or absence of other "irrelevant" alternatives. For example, the relative probabilities of taking a car or bus to work do not change if a bicycle is added as an additional possibility. This allows the choice of  $K$  alternatives to be modeled as a set of  $K-1$  independent binary choices, in which one alternative is chosen as a "pivot" and the other  $K-1$  compared against it, one at a time. The IIA hypothesis is a core hypothesis in rational choice theory; however numerous studies in psychology show that individuals often violate this assumption when making choices. An example of a problem case arises if choices include a car and a blue bus. Suppose the odds ratio between the two is 1 : 1. Now if the option of a red bus is introduced, a person may be indifferent between a red and a blue bus, and hence may exhibit a car : blue bus : red bus odds ratio of 1 : 0.5 : 0.5, thus maintaining a 1 : 1 ratio of car : any bus while adopting a changed car : blue bus ratio of 1 : 0.5. Here the red bus option was not in fact irrelevant, because a red bus was a perfect substitute for a blue bus.

If the multinomial logit is used to model choices, it may in some situations impose too much constraint on the relative preferences between the different alternatives. This point is especially important to take into account if the analysis aims to predict how choices would change if one alternative was to disappear (for instance if one political candidate withdraws from a three-candidate race). Other models like the nested logit or the multinomial probit may be used in such cases as they allow for violation of the IIA.

The random utility model (RUM) is the theoretical foundation of the MNL models, which are presented in our overview. It was first formulated by McFadden (1973) in the context of DC models and is discussed in detail by (Train, 2009): A decision-maker faces a choice set with  $J$

alternatives ( $j = 1, \dots, J$ ; with  $J \geq 2$ ). Each alternative  $j$  provides a certain level of utility  $U$  for decision-maker  $n$  that leads to  $U_{nj}$ . From the  $J$  alternatives, the decision-maker  $n$  chooses the alternative  $I$  where  $U_{ni} > U_{nj} \forall j \neq i$  (i. e., the alternative with the highest utility). The decision-maker  $n$  is assumed to know his utility  $U_{nj} \forall j$ . In contrast, the researcher observing the decision-maker does not necessarily possess full information about  $U_{nj}$ . Researchers typically only observe choices as well as attributes of the  $J$  alternatives (and/or the decision-maker), which can be summarized as the explanatory variables in the vector  $X_{nj}$ . A relationship that links  $X_{nj}$  to a proxy of the decision maker's utility is defined as  $V_{nj} = f(X_{nj})$ . Some aspects of the (true) utility  $U_{nj}$  cannot be observed by the researcher, leading to  $V_{nj} \neq U_{nj}$ . As a consequence, the utility of decision-maker  $n$  for alternative  $j$  is decomposed into the deterministic (observable) component  $V_{nj}$  and the stochastic (unobservable) component  $N_{nj}$ , leading to the well-known RUM:  $U_{nj} = V_{nj} + \epsilon_{nj}$ . (1)  $\epsilon_{nj}$  follows a random distribution with density  $f(\epsilon_n)$  and  $\epsilon_n = (\epsilon_{n1}, \epsilon_{n2}, \dots, \epsilon_{nJ})'$ . Next, it is possible to specify the choice probability of decision-maker  $n$  to choose alternative  $i$ , namely  $P_{ni}$  as follows:  $P_{ni} = \text{Prob}(U_{ni} > U_{nj} \forall j \neq i)$ . (2) Inserting the RUM into this expression yields  $P_{ni} = \text{Prob}(V_{ni} + \epsilon_{ni} > V_{nj} + \epsilon_{nj} \forall j \neq i)$ . (3)

Rearranging the elements of the inequality then leads to  $P_{ni} = \text{Prob}(\epsilon_{nj} - \epsilon_{ni} < V_{ni} - V_{nj} \forall j \neq i)$ .

(4) This latter statement can be interpreted as the cumulative distribution that the difference of the unobserved portion of utility between alternative  $j$  and the chosen alternative ( $\epsilon_{nj} - \epsilon_{ni}$ ) is below the difference of the observed portion of utility between these alternatives ( $V_{ni} - V_{nj}$ ).

This ensures that the utility is maximized for the chosen alternative in accordance with the observable portion of utility. As soon as the researcher has specified  $f(\epsilon_n)$ , this choice probability can be rewritten as  $P_{ni} = \int I(\epsilon_{nj} - \epsilon_{ni} < V_{ni} - V_{nj} \forall j \neq i) f(\epsilon_n) d\epsilon_n$ , (5) where  $I(\cdot)$  becomes 1 when the expression in parentheses is true, else 0. The choice probability in Equation

5 is a multidimensional integral over  $f(\epsilon_n)$ , and the specification of the density  $f(\epsilon_n)$  defines the particular type of DC model.

### 2.34: Hypotheses

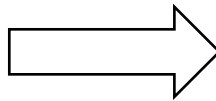
Independence Variable:

Vs

Dependence Variable

Statistics	H1
Attitude	H2
Product	H3
Place	H4
Price	H5
Promotion	H6
People	H7
Process	H8
Physical environment	H9

:



<b>Brand Choice</b>
<b>Mc Donald</b>
<b>KF C</b>
<b>Burger King</b>

- 
- H1o: Social Trend does not affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H1a: Social Trend does affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.

- H2o: Attitude does not affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H2a: Attitude does affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H3o: Product does not affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H3a: Product does affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H4o: Place does not affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H4a: Place does affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H5o: Promotion does not affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H5a: Promotion does affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H6a: The People does affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H6o: The People does not affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H7a: The Physical Environment does affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand.
- H7o: The Physical Environment does not affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok, Thailand



- H9o: Process does not affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok brands in Bangkok, Thailand.
- H9a: Process does affect Thai customers' brand choice decisions comparing among KFC, McDonald's and Burger King brands in Bangkok brands in Bangkok, Thailand.

### **2.35 Literature Gap**

Although an adequate number of studies were found relating to the topic study of promotion campaigns that effect brand choice, it has to be mentioned that there did not exist any domain of the study, whereby the impact of the sales promotion technique on the customer buying behavior could have been found adequately. Therefore, it becomes important to understand that this research which aims to find promotion campaigns that effect brand choice of QRS in Bangkok focusing in KFC, McDonald's and Burger King is important.

This will assist in identifying the manner in which the customers are easily influenced by the sales promotion techniques applied by the enterprise and additionally are able to gain adequate idea about the manner in which the different enterprises need to adopt the techniques of applying various sales promotion that would help influence the consumer buying behavior.

**Note:** *it doesn't mean that other Quick Service Restaurant in Bangkok doesn't engage in promotional campaign. However, these three brands are the main focus from the numerous brands of QSR (Quick Service Restaurant) being that they're the major players and owned the larger market shares among others QSR industry in Bangkok. Therefore, finding and recommendation from these three main QSR would be spread to other QSR when engaging is sales promotions campaigns that would yield maximum output.*

### **2.36 Summary**

The above section, it can be rightfully mentioned that, the chapter analyzed the various factors which usually influence the adoption of the various sales promotion techniques in Quick Service Restaurant, Additionally, the different factors influencing the consumer buying behavior of the different customers in Burger King, McDonald's and KFC were examined critically. In regard to this, it becomes integral to note that in order to have a strong influence on the customers, a specific kind of sales promotion technique has to be adopted.

### **2.37 Conceptual Framework**

Conceptual model for this study undertakes that sales promotions campaigns play significant impact in influencing consumer buying behavior based on review of literature, therefore the conceptual framework is shown below:



## **Chapter 3:**

### **Research Methodology**

#### **3.0 Overview**

The aim of this chapter is to lay down the different methods which the research has been carried out and aims to provide the procedures which shall facilitate in understanding the manner in which the Sales Promotion technique can be made use to facilitate the popularity of the QRS in Bangkok focusing specifically in KFC, McDonald's and Burger King. Hence, to establish the association and relationship between the Independent variables and the Dependent variables, the use of the primary research technique will be assessed critically.

#### **3.1 Research Outline**

The research methodology comprises of various parts which consist of the Research Philosophy, Research Approach, Research Design and Research Strategy. Moreover, it also comprises of Data collection and the Data analysis techniques which will assist in understanding how the data shall be collected for the study and additionally the manner in which it will be assessed and analyzed critically, this will help in understanding how the research questions will be answered and the research objectives in an appropriate manner.

#### **3.2 Research Philosophy**

The research philosophy can be rightfully mentioned as various beliefs as well as the assumptions which are undertaken by the study to effectively carry out the research, to ensure the research beliefs and aims are identified clearly before carrying out the research. However, as the nature of the study is rather Quantitative, the research philosophy which has been chosen for the purpose of the analysis is the *Positivism research philosophy* (Saunders and Bezzina, 2015). In consideration of this, the role of the researcher shall be limited only to the collection

of the data and its related analysis for the purpose of this research paper and the modification and analysis as well.

The reason why the positivism research philosophy is adopted for the study is based on the fact that the research philosophy will help the author identify the various ways in which the consumer buying behavior is influenced by the Sales promotion techniques applied by KFC, McDonald's and Burger King in Bangkok. With respect to this, the positivist research philosophy will assist in finding the way in which the different enterprises such KFC, McDonald's and Burger King will be able to make use of the Sales promotion technique in order to influence the behaviors of the consumers.

### **3.3 Research Approach**

For the purpose of this study and in order to find the promotion campaigns that effect brand choice of QRS in Bangkok focusing in KFC, McDonald's and Burger King, the research approach adopted for the study is the *Deductive Research Approach*. The study will be adopting this approach to assist in finding the crucial information out of the data which will be collected for the study. Using this research approach, the authors will be able to determine the overall hypothesis which has been set for the study accordingly and the researcher will be able to interpret all the relevant information in accordance with research objectives which have been for the study.

In addition to this, the deductive model is useful as it assists in ensuring that various models as well as the frameworks will be made use of which will help in ensuring the different influences of the sales promotion technique that effect brand choice (Saunders and Bezzina, 2015). The primary reason why this research methodology has been adopted for the study is because it will assist in finding the influence of the sales promotion techniques (campaigns that

effect brand choice) on the consumer buying behavior and will be able to assist the firms in understanding how the consumers can be attracted accordingly and the conclusions regarding the hypothesis can be proven /arrived at.

### **3.4 Research Design**

The research design which has been undertaken for the study is *Descriptive Research Design*. this research design has assisted in engaging in an effective study which will assist in ensuring the study is being able to achieve its objectives and at the same time be able to assist the author in understanding how the consumer buying behavior is affected by the different Sales promotion techniques which are considerably applied by the various organizations such as the KFC, McDonald's and Burger King.as an enterprise (Mohajan 2018). Although there are various types of research designs which are available, it becomes effective to understand that, using this research design will be appropriate for the study and will assist in ensuring that the right kind of sales technique can be found.

### **3.5 Research Strategy**

The research strategy helps in understanding how the data shall be collected for the study and also contributed towards understanding how this will contribute effectively towards the analysis of the study, the adopted research strategy for this study is *Primary Quantitative strategy*. the reason why the Primary Quantitative method of study is applied is to contribute towards ensuring the right method of analysis be carried out and the data or the research can

also be collected in the right manner. In line with this, the use of the Primary data collection method will help in collecting the data from the various respondents and the responses can be collected in the right manner (Kumar, 2019). The quantitative method of analysis has been undertaken for the study will assist the author in ensuring the responses of various respondents can be recorded accordingly and based on this, the study will be able to assess and examine the results which have been attained. The use of the various statistical tools has been made to examine the results of the study.

The reason why this particular method of research strategy is adopted is to establish proper relationship between the consumer buying behavior and the promotion campaigns that effect brand choice of QRS in a systematic manner. When the viewpoint of the different respondents will be collected, it shall assist in ensuring that the various research questions are being assessed and examined critically.

### **3.6 Sampling Designs:**

In order to achieve an understanding of a population it is typically not feasible to observe all members of the population. The goal is to collect samples that provide an accurate representation of the population. (Skye Wills, Stephen Roecker, Tom D’Avello , 2020). Therefore, it becomes necessary to determines and use part of the populations as an alternative. According to Saunders, et al. (2015), due to the limitation of collecting data from the entire population for a survey, it is practical to select a sample as a valid alternative. A sample refers to a group of the population that yield similar characteristics to that of the main population (Levy & Lemeshow, 2013). Considering that the topic study of promotion campaigns that effect brand choice of QRS in Bangkok focusing in KFC, McDonald’s and Burger King in

Bangkok, It is impractical, as well as budget and time limited to collect data from the entire population of Bangkok. Thus, it becomes necessary to select a sample from the total population. The total population of Bangkok is stated as 5.67 million in 2019 (BOI, 2020). The sample size is determined by calculation based on Yamane Formula (1967):

$$n = N / (1 + Ne^2)$$

Where, n = sample size or respondents for this research

N = a population size

e = the Margin of error 5%

95% Confidence level of coefficient

Wherefore, the sample size is:  $n = 5.67 \text{ million} / [1 + 5.67\text{million} (0.05)^2]$

$n = 399.9718$ , therefore the sample size is determined as 400 accordingly

### **3.7 Sampling Technique:**

For the purpose of the study, the sampling technique adopted is Simple Random probability sampling. In this kind of a sampling method, the researcher usually engages in selecting random customers from various outlets of the chosen companies, the Mc Donald's, Burger Kings and the KFC and with their prior permission, the views are undertaken and those views are then incorporated in the study (Ledford and Gast, 2018). The choice of this sampling method will assist in ensuring that the study is being able to engage in considerate ethical and

systematic way of study as an unbiased view of the research study can be made use of. The use of Google forms will be made to collect the data from the various respondents and to present the analysis in an adequate manner.

The reason why this sampling technique has been adopted for this research is because it will help in finding the association which generally tends to exist between the consumer buying behavior and the promotion campaigns that effect brand choice of QRS (Ledford and Gast, 2018). A total of 400 responses have been collected for the survey. the study will contribute towards understanding their views. *A pilot test of 30 samples* was undertaken to measure the reliability of the study using the Cronbach Alpha, Also *Item Object Congruence IOC* method was used to validate the content of each questions.

The research instrument which is being used in this study is questionnaire. The Google form is used as a platform for the preparation for the study and the prior permission of the different participants collected accordingly (Taherdoost, 2016).

### **3.8 Data Collection Method**

As for the purpose of this research, the use of primary data will use, knowing that primary data is Primary data is one of the two main types of data, with the second one being the secondary data, these two data types have important uses in research, but in this research primary data is very important because of the first-hand data collected from the population by using a sampling method, then used for analysis in order to test the research question, while the secondary data



refers to the data extracted from the existing researches and other credible sources, such as journals and books (Hox & Boeije, 2005; Saunders, et al., 2015).

According to Saunders, et al. (2015), the research which follows a survey strategy, is most likely to use questionnaires as the first-hand data collection method, due to conducting questionnaires is considered as an economical way to collect standardized data from a huge population. (Saunders, et al. 2015) also suggested that applying questionnaires in business and management research is the greatest use, and it's able to explain the relationships between variables in explanatory research. Therefore, in this research, the author applied questionnaires as the primary data collection method. The secondary data used in the study was collected from books, journals, and credible online sources that provide area-based and context-based data support

### **3.9 Questionnaire Design**

For the purpose of this research, an introspection, internet questionnaire is adopted. This type of questionnaire is normally following the survey strategy and it is completed by the respondents themselves via the internet, which can be geographically dispersed, suitable for closed questions, and requires less time and budget (Saunders, et al., 2015). Therefore, to design an appropriate questionnaire, it is important to identify the variables and the possible relationships between those variables from the theoretical overview, therefore, a careful review of literature is necessary and important before designing the questionnaire (Saunders, et al., 2015).

Ghauri and Grønhaug (2010) also emphasized the importance of reviewing the literature, they also believed that a proper discussion and conceptualization of the ideas are also important for questionnaire design. Thus, before designing the questionnaire, the author reviewed the

literature and discussed with the advisor and experts to identify the types of variables, such as demographic, attitudes and opinions, and behavioral variables, as well as the relationships between those variables such as dependent and independent variables (Dillman, Smyth, & Christian, 2014; Ghauri & Grønhaug, 2010).

According to Bourque, Clark, V. A. and Clark, V. (1992), in designing a new questionnaire, the researcher can choose to adopt questions from other studies, adapt the questions from other studies to fit into the current study, or, develop new questions for the current study. In this research, the questions are adapted from other questionnaires of a related study.

This study applied to a questionnaire designed with closed questions. A closed question, also called a closed-ended question which is a forced-choice question, such a question is easier to answer and requires a minimal writing process, and simply allows to answer quickly (Fink, 2012; de Vaus, 2014). The questionnaire designed for this study includes four parts:

Part 1: General information

Part 2: Consumers' perception and factors that effect brand choice of QRS in Bangkok focusing in KFC, McDonald's and Burger King.

Part 3: Influence of promotional techniques on consumer buying behavior

Part 4: Demography

### **3.10 Content validation**

Three qualified professional expert help ascertain and carry out the Index of Item-Objective Congruence (IOC), they including:

Mr. Nadim Xavier Salhani (Chief Executive Officer / Vice President – MUDMAN)

Mr. Titus Joel (MSC Computer Science and Electronics-Freelancer)

Mr. Moses Onaburekhelen (MBA-Human Resources- Freelancer)

Item Object Congruence IOC is the method used for validating the content of each questions, the value of IOC is calculated with below equations:

$$IOC = \frac{\sum R}{N}$$

Where:

IOC = Consistency between the objective and content.

$\sum R$  = Total assessment points given from all qualified experts.

N = Number of qualified experts.

The validation of IOC for each question comprises three level assessments below:

- 1 means the question is consistent with the objective of the questionnaire
- 0 means unsure if question is consistent with the objective of the questionnaire
- -1 means the question is inconsistent with the objective of the questionnaire

Thus, will be illustrated as; When IOC is higher than 0.5 the test is acceptable and when it's lower than 0.5 the test is unacceptable. Therefore, the fed back was reviewed from the three experts, to ensure each questions index value correlate with Item Object Congruence. The result of the IOC is show below:

Questi ons No.	Expert 1			Expert 2			Expert 3			Total Scores $\sum R$	IOC $\frac{\sum R}{N}$	Data Analysis
	-1	0	1	-1	0	1	-1	0	1			

1			✓			✓			✓	3	1	Acceptable
4			✓			✓			✓	3	1	Acceptable
5			✓						✓	3	1	Acceptable
6			✓						✓	3	1	Acceptable
7			✓			✓			✓	3	.1	Acceptable
8			✓			✓			✓	3	1	Acceptable
9			✓			✓			✓	3	1	Acceptable
10			✓			✓			✓	3	1	Acceptable
11			✓			✓			✓	3	1	Acceptable
12			✓			✓			✓	3	1	Acceptable
13		✓				✓			✓	3	0.66	Acceptable
18			✓			✓			✓	3	1	Acceptable
19			✓			✓			✓	3	1	Acceptable
20			✓			✓			✓	3	1	Acceptable
21			✓			✓			✓	3	1	Acceptable
22			✓			✓			✓	3	1	Acceptable
23			✓			✓			✓	3	1	Acceptable
24			✓			✓			✓	3	1	Acceptable
25			✓			✓			✓	3	1	Acceptable
26			✓			✓			✓	3	1	Acceptable
27			✓			✓			✓	3	1	Acceptable

28			✓			✓			✓	3	1	Acceptable
29			✓			✓			✓	3	1	Acceptable
30			✓			✓			✓	3	1	Acceptable
31			✓		✓				✓	3	0.66	Acceptable
32			✓			✓			✓	3	1	Acceptable
33			✓			✓			✓	3	1	Acceptable
34			✓		✓				✓	3	0.66	Acceptable
37			✓			✓			✓	3	1	Acceptable
38			✓			✓			✓	3	1	Acceptable
39			✓			✓			✓	3	1	Acceptable
40			✓		✓				✓	3	0.66	Acceptable
41			✓			✓			✓	3	1	Acceptable
42			✓			✓			✓	3	1	Acceptable
43			✓			✓			✓	3	1	Acceptable
44			✓			✓			✓	3	1	Acceptable
45			✓			✓			✓	3	1	Acceptable
46			✓			✓			✓	3	1	Acceptable
47			✓			✓			✓	3	1	Acceptable
49			✓			✓		✓		3	0.66	Acceptable
50			✓			✓			✓	3	1	Acceptable
51			✓			✓		✓		3	0.66	Acceptable

52			✓		✓				✓	3	0.66	Acceptable
----	--	--	---	--	---	--	--	--	---	---	------	------------

$$IOC = \frac{\sum R}{N}$$

$$43.59 \div 52$$

$$= 0.83$$

The IOC of the questionnaire is 0.83, which is higher than 0.50. Therefore, the questions in the questionnaire are accepted and reserved for further data collection and analysis.

### 3.11 Reliability Test

The researcher used the value of Cronbach's Alpha coefficient to measure the reliability test; questionnaire conducted with 30 samples as pilots test and subsequently imputes the derived data into SPSS software.

Although, to consider any instrument reliable, the value of cronbach's alpha must be greater than 0.70, therefore the ranges of Cronbach alpha coefficient are stated on the table below:

<b>Cronbach Alpha Coefficient</b>	<b>Internal Consistency</b>
> 0.9	Excellent
0.8 to <0.9	Good
0.7 to <0.8	Acceptable
0.6 to <0.7	Questionable
0.5 to <0.6	Poor
< 0.6	Unacceptable

Nevertheless, to determine the survey results by using Cronbach alpha analysis, the value is divided into different sections shown below:

<b>Variables</b>	<b>Cronbach's Alpha</b>
Brand	.788
Product	.749
Price	.768
Place	.749
Promotion	.768
Physical Environment	.749
Sociocultural Factors	.767

The above table illustrates that the value of Cronbach's alpha coefficient is 0.7 or higher (up to 0.788) showcases high reliability, which means acceptable (Tavakol & Dennick, 2011). The results of Cronbach's alpha test indicated that the alpha value of brand, product, price, place promotion, Physical environment and sociocultural factors can be interpreted reliability level, which means that the questionnaire is accepted for further data collection and analysis.

### **3.12 Data analysis**

This study will be making use of the primary data collection technique and will aim to find the influence of the sales marketing techniques on the consumer behavior, the quantitative analysis

will be an appropriate choice of the data analysis. The methodology used to analyze the influence of promotion campaigns that effect brand choice in this study is called *Multinomial Logistic Regression*. The use of the SPSS as a software will be made to analyze the data adequately and in consideration of this, the formulation of the various charts and figures will also be made in accordance with it. This method of data analysis has been chosen for the purpose of the study because it shall assist the author in carrying out the research effectively and in association of this, it will also assist the readers in understanding the promotion campaigns that effect brand choice of QRS and different respondents visiting Burger King, McDonald's and the KFC stores.

### **3.13 Ethical considerations**

The ethical considerations would be in the case of the Primary data collection like in the case of this research; the prior permission of the different respondents has to be collected before the survey is undertaken. It is integral to consider that the respondents need to be informed about the different regulations which generally tend to take place before the commencement of the survey (Flick, 2015) they can be informed about their consent regarding the study. Moreover, the laws and regulations of the study in regard to the University also have to be abided. In the literature review section, it is critical to consider that, the author would be required to take the data from various authentic sources in order to ensure that the research can be prepared in an authentic manner. The company will be required to abide by different norms of the data protection act as well which will help them in protecting the private information selectively (Fletcher, 2017). Moreover, while conducting the survey, the environment needs to be such that the survey can be carried out peacefully and there does not take place any



discrimination in regard to the selection of the various participants for the survey. All the ethical guidelines have to be followed adequately.

### **3.14 Accessibility issues**

The accessibility issues which have been utilized in the research is approaching the respondents can be an issue. In association with this, through the close ended questionnaire prepared for the study, not much information can be extracted from the various participants (Bresler and Stake, 2017). The analysis as well as limited approach is being adopted. Just the Primary method of data collection is being undertaken which makes the study further limited in nature. Along with this, the use of the Quantitative approach for data analysis is being used which is just one approach towards the analysis of the data.

### **3.15 Cross Tabulation**

The cross-tabulation analysis is also called a contingency table analysis, is generally used for categorical data analysis and to examine the relationship between two or more variables (Blaikie, 2003). In this study, cross-tabulation is performed on all the category questions in SPSS, to explain demographic and behavioral data, as well as to conduct comparisons between the selected brands.

### **3.16 Summary**

Therefore, the study followed a comprehensive format whereby the overall research methods chosen for the paper have been critically assessed. In consideration with this, the key justifications for the adoption of each of the research methods have also been provided. The study followed a structured outline based on which the Research philosophy, research

approach, research design and the data collection as well as the data analysis method which are adopted for the study will be mentioned critically. Therefore, adoption of these research methods, the overall research objectives can be achieved successfully and the study of promotion campaigns that effect brand choice of QRS in Bangkok focusing in KFC, McDonald's and Burger King can be found on the consumer buying behavior.

## Chapter 4: Data Analysis

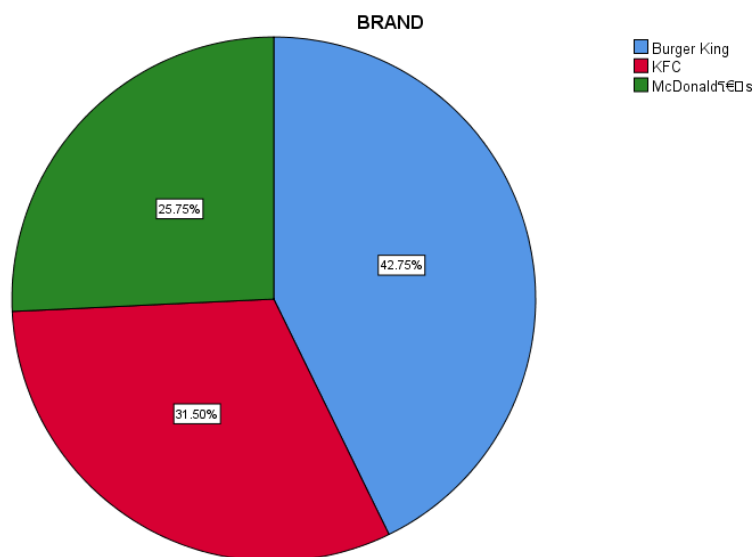
### 4.1 Overview

The primary aim of this chapter is to present the result of the analysis which was undertaken using a survey questionnaire. A sample size of 400 customers were targeted and the result is presented below. The first section of the paper presents the results of the descriptive statistics and generic along with demographic questions asked to the different employees. followed by the next section of inferential analysis.

### 4.2 Descriptive statistics

#### 4.3 BRAND

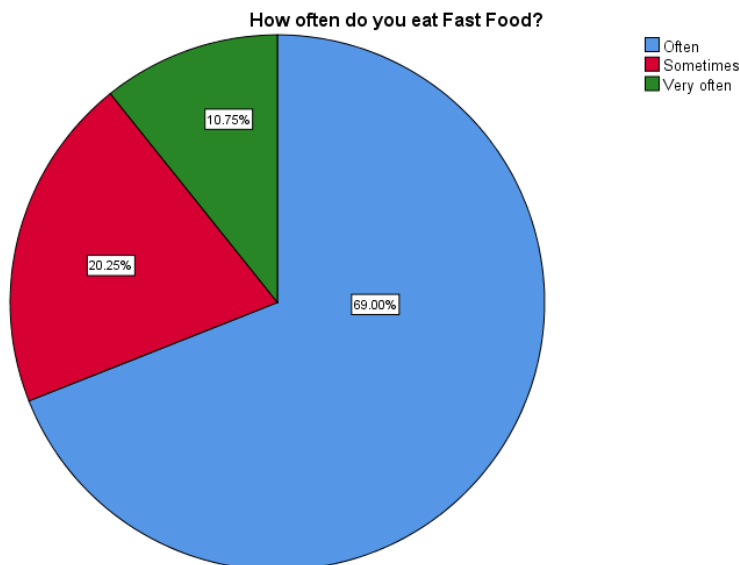
		Frequency	Percent
Valid	Burger King	171	42.8
	KFC	126	31.5
	McDonalds™	103	25.8
	Total	400	100.0



From the given graph and table, it can be highlighted that, Burger King could be taken to be the most important brand which is present and popularly voted for. This was then followed by the KFC and the least popular amongst the participants could be taken to be the Mc Donald's.

#### 4.4 How often do you eat Fast Food?

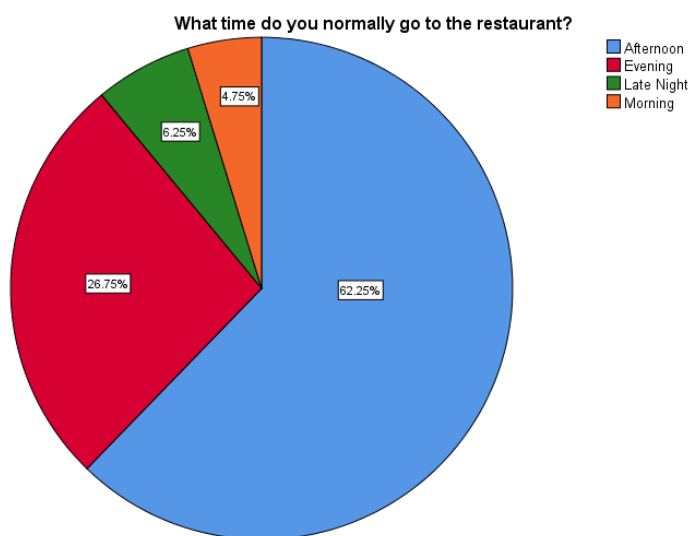
		Frequency	Percent
Valid	Often	276	69.0
	Sometimes	81	20.3
	Very often	43	10.8
	Total	400	100.0



In order to understand the overall perception of the different participants towards the brands, it could be rightfully highlighted that, understanding of their fast food as an item is crucial. When asked how often the participants had fast food, it was identified that, 69% of the participants had fast food very often, which was then followed by sometimes at 20%. In line with this, only 11% of the participants mentioned that, they had the fast food very often.

#### 4.5 What time do you normally go to the restaurant?

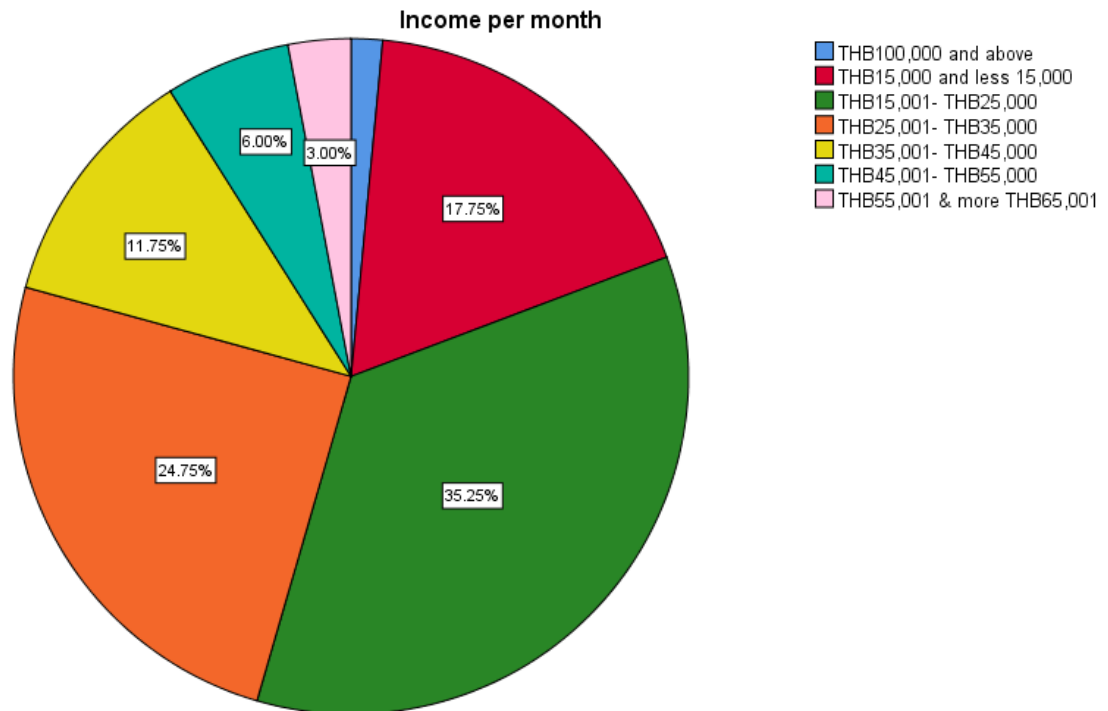
		Frequency	Percent
Valid	Afternoon	249	62.3
	Evening	107	26.8
	Late Night	25	6.3
	Morning	19	4.8
	Total	400	100.0



The timing of the visit to the restaurant is another crucial aspect to be considered. In this context, it can be mentioned that, 62% of the respondents stated that they visited the restaurants mostly in the afternoon. This was then followed by, most visits in the evening with the least visits at night and in the morning.

#### 4.6 Income per month

		Frequency	Percent
Valid	THB100,000 and above	6	1.5
	THB15,000 and less 15,000	71	17.8
	THB15,001- THB25,000	141	35.3
	THB25,001- THB35,000	99	24.8
	THB35,001- THB45,000	47	11.8
	THB45,001- THB55,000	24	6.0
	THB55,001 & more THB65,001	12	3.0
	Total	400	100.0

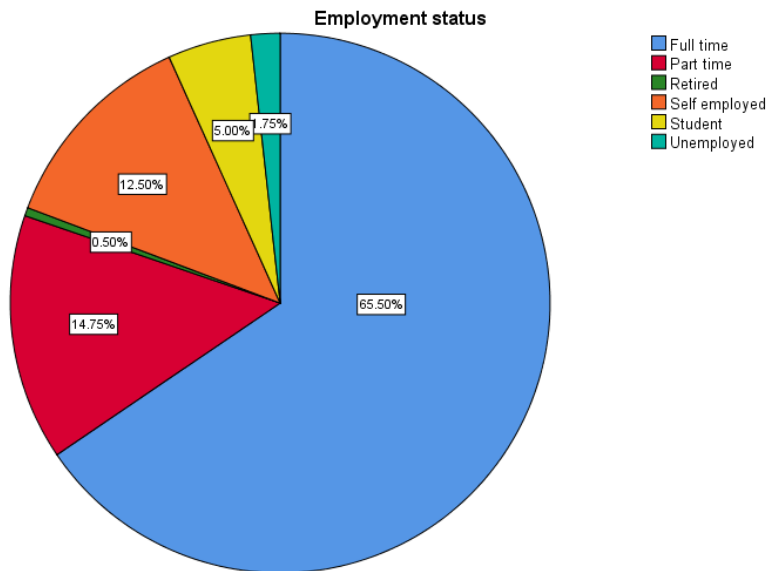


Knowing that income also plays paramount roles in customers purchasing decision. In a research study, understanding the overall perspectives of the different guests is essential and this can be witnessed that, a majority of the customers have mentioned their income was between THB15000 and THB 25000. The second ones which were most popular could be understood to be between THB 25000 and 35000.

#### 4.8 4.7 Employment status

		Frequency	Percent
Valid	Full time	262	65.5
	Part time	59	14.8
	Retired	2	.5
	Self employed	50	12.5
	Student	20	5.0

Unemployed	7	1.8
Total	400	100.0



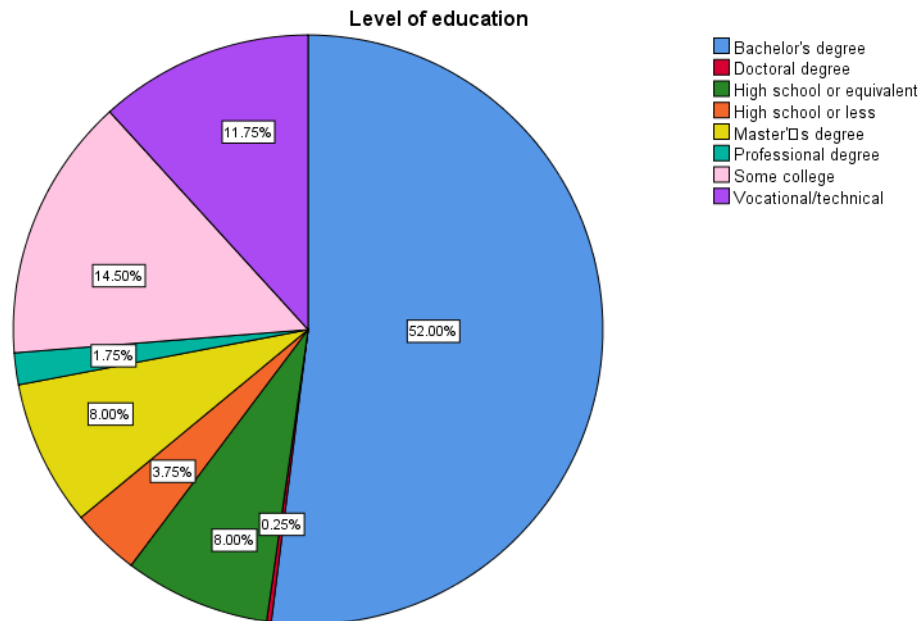
The employment status of the participants reflects that a majority of them are employed full time, which is then followed by part time employees, self-employed and several students. Several retired and the unemployed individuals were also the participants.

#### 4.8 Level of education

		Frequency	Percent
Valid	Bachelor's degree	208	52.0
	Doctoral degree	1	.3
	High school or equivalent	32	8.0
	High school or less	15	3.8
	Master's degree	32	8.0
	Professional degree	7	1.8
	Some college	58	14.5



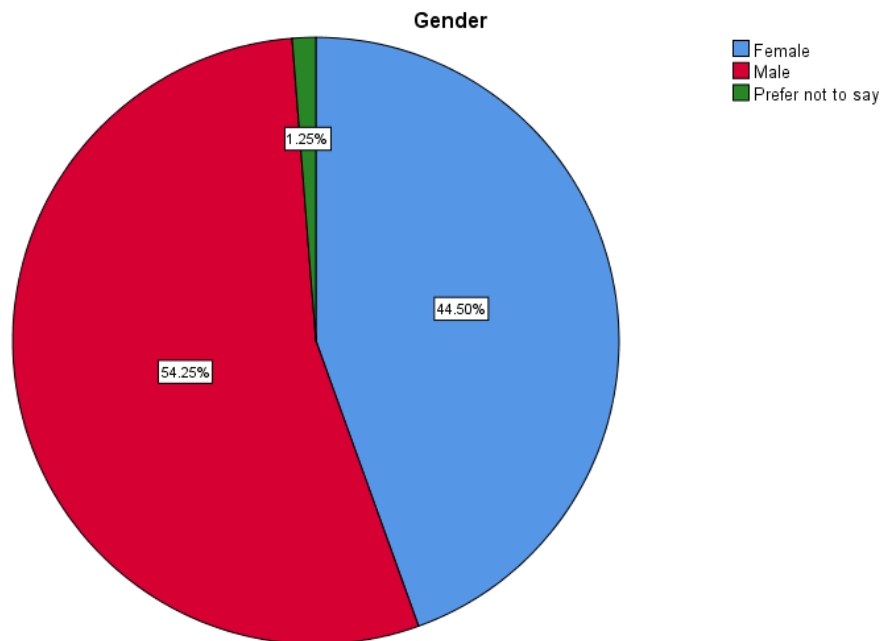
Vocational/technical	47	11.8
Total	400	100.0



The different participants were also asked about their overall educational qualification. It could be identified that a majority of them had Bachelor's degree which amounted to 52% of the participants. This was then followed by other local college diplomas and professional degrees.

#### 4.9 Gender

		Frequency	Percent
Valid	Female	178	44.5
	Male	217	54.3
	Prefer not to say	5	1.3
	Total	400	100.0



From the chosen participants, 44% of the participants were female whereby the other 54% of the participants were male.

#### 4.10 Inferential Statistics

The study has intended to find promotion campaigns that effect brand choice of QRS in Bangkok in KFC, McDonald's and Burger King. The quantitative analysis was an appropriate choice of the data analysis. The methodology used to analyze the influence of promotion campaigns that effect brand choice in this study is called *Multinomial Logistic Regression*. The use of the SPSS as a software has been made to analyze the data adequately and in consideration of this, the formulation of the various charts and figures will also be made in accordance with it. This method of data analysis has been chosen for the purpose of the study

because it shall assist the author in carrying out the research effectively and in association of this, it will also assist the readers in understanding the promotion campaigns that effect brand choice of QRS and different respondents visiting Burger King, Mc Donald's and the KFC stores.

#### 4.11 Result of Hypothesis Testing:

Analysis of Multinomial Logistic Regression Method was used to explain the Significant of Key Independent Variables for Hypothesis Testing, the purpose is to find which aspect of the promotional offers have a strong impact on the consumer behavior and the brand choice of the QRS in Bangkok focusing on KFC, McDonald's and Burger King. The result of Multinomial logistic regression study shows the followings:

##### Model Fitting Information

Model	Model Fitting Criteria	Likelihood Ratio Tests		
		-2 Log Likelihood	Chi-Square	df
Null	876.693			
Final	392.355	484.338	298	.000

- Our proposed model strongly fit with the data with p-value < .000.

##### Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
		-2 Log Likelihood of Reduced Model	Chi-Square	df
social	426.588	34.233	14	.002
att	439.331	46.976	10	.000
prod1	426.273	33.918	8	.000
prod2	414.992	22.637	10	.012
prod3	417.435	25.079	8	.002
prod4	414.314	21.959	6	.001
prod5	402.646	10.291	4	.036
prod6	428.455	36.100	6	.000
place1	408.268	15.912	8	.044

place2	433.759	41.404	8	<b>.000</b>
place3	408.710	16.355	10	<b>.090</b>
place4	407.946	15.591	8	<b>.049</b>
price1	398.570 <sup>a</sup>	6.215	10	.797
price2	425.493	33.138	10	<b>.000</b>
price3	433.985	41.630	8	<b>.000</b>
price4	402.004	9.649	4	<b>.047</b>
promo1	404.720	12.365	8	.136
promo2	415.859 <sup>a</sup>	23.504	8	<b>.003</b>
promo3	399.538	7.183	6	.304
promo4	395.184	2.829	4	.587
promo5	403.404	11.049	4	.026
promo6	399.673	7.318	4	.120
promo7	424.428	32.073	4	<b>.000</b>
promo8	407.280	14.925	4	<b>.005</b>
promo9	414.960	22.605	6	<b>.001</b>
promo10	405.704	13.349	6	<b>.038</b>
promo11	401.002	8.647	4	.071
people1	419.990	27.635	10	<b>.002</b>
people2	401.623	9.268	6	.159
people3	407.855	15.500	6	<b>.017</b>
physical 1	411.008	18.653	8	<b>.017</b>
physical 2	415.619	23.264	8	<b>.003</b>
physical 3	397.656	5.301	8	.725
physical 4	413.146	20.790	8	<b>.008</b>
physical 5	424.736	32.381	6	<b>.000</b>
physical 6	404.204	11.849	6	<b>.065</b>
process1	425.724	33.369	8	<b>.000</b>
process2	397.700	5.345	8	<b>.720</b>
process3	425.299	32.944	8	<b>.000</b>
process4	413.142	20.787	6	<b>.002</b>

The chi-square statistic is the difference in  $-2 \log$ -likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. Unexpected singularities in the Hessian matrix are encountered. This indicates that either some predictor variables should be excluded or some categories should be merged.

Given SPSS output of Multinomial logistic regression, we can conclude the followings:

For Social Trend, since Social Trend is significant ( $p\text{-value} < .05$ ), we can say that Social Trend strongly effect brand choice decision meaning we can reject null hypothesis:

- H1o: Social Trend does not affect Thai customers' brand choice decisions comparing among the three brands in Bangkok, Thailand.

And accept alternative hypothesis:

- H1a: Social Trend does affect customers' brand choice decisions comparing among the three brands (KFC, McDonald's and Burger King.) in Bangkok, Thailand.
- H2o: Attitude does not affect customers' brand choice decisions comparing among the three (KFC, McDonald's and Burger King) brands in Bangkok, Thailand.
- H2a: Attitude does affect customers' brand choice decisions comparing among the three brands in Bangkok, Thailand.

For product, since all of product dimension are all significant ( $p\text{-value} < .05$ ), we can say that product strongly effect brand choice decision meaning we can reject null hypothesis:

- H3o: Product does not affect Thai customers' brand choice decisions comparing among the three brands in Bangkok, Thailand.

And accept alternative hypothesis:

- H3a: Product does affect customers' brand choice decisions comparing among the three brands in Bangkok, Thailand.

For Place, since three out of four place dimensions are all significant ( $p\text{-value} < .05$ ), we can say that Place significantly effect brand choice decision meaning we can reject null hypothesis:

- H4o: Place does not affect customers' brand choice decisions comparing among the three brands in Bangkok, Thailand.

And accept alternative hypothesis:

- H4a: Place does affect customers' brand choice decisions comparing among three brands in Bangkok, Thailand.

For Promotion, since six out of ten promotion dimensions are all significant ( $p\text{-value} < .05$ ); we can say that Promotion significantly effect brand choice decision meaning we can reject null hypothesis:

- H6o: Promotion does not affect customers' brand choice decisions comparing among the three brands in Bangkok, Thailand.

And accept alternative hypothesis:

- H4a: Promotion does affect customers' brand choice decisions comparing among the three QSR brands in Bangkok, Thailand.

In brief, the following promotion dimension significantly influence brand choice decision:

- publicity materials used to promote the products in terms of billboard, television, brochures magazines etc.
  - free Drinks and fries or salad
  - price discount
  - "Buy one get one free" promotion
  - Constant promotion
  - contest or sweepstakes
- 
- H9o: Process does not affect customers' brand choice decisions comparing among the three brands in Bangkok, Thailand.
  - H9a: Process does affect Thai customers' brand choice decisions comparing among the three brands in Bangkok, Thailand.



### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender *Job title/Profession	400	100.0%	0	0.0%	400	100.0%
Gender *Age	400	100.0%	0	0.0%	400	100.0%
Gender *Income per month	400	100.0%	0	0.0%	400	100.0%

### 4.12 Crosstab and Descriptive Analysis for aspects associated to Gender, Age group education and Income

The cross tab and descriptive analysis are a comprehensive tool which is made use of by the researcher to understand the opinion distributed accordingly with respect to the Gender, Age Group, Education and Income. Additionally, the Cross Tab and descriptive analysis for the Gender, Age Group, Education and Income along with the Cross Tabulation of each brand, KFC, Mc Donald and Burger King would be required.

Gender * Income per month Crosstabulation									
Count									
		Income per month							Total
		8,000 to 12,000	12,000 to 15,000	15,001 to 25,000	25,001 to 35,000	35,001 to 45,000	45,001 to 55,000	55,001 & more 65,001	
Gender	Female	2	35	63	43	20	12	3	178
	Male	4	36	76	53	27	12	9	217
	Prefer not to say	0	0	2	3	0	0	0	5
Total		6	71	141	99	47	24	12	400

It can be determined by aligning the gender and the income that a majority of females had their income at THB 15000-25000 and same was the rule for the male candidates as well.

The result of the cross tab of gender with the Brand choice are as follows:

#### 4.13 Gender \* BRAND Crosstabulation

Count

		BRAND			
		Burger King	KFC	McDonald's	Total
Gender	Female	81	55	42	178
	Male	89	68	60	217
	Prefer not to say	1	3	1	5
Total		171	126	103	400

It can be found that, the choice of the male and female participants does not change much with respect to the choice of the brands.

#### 4.14 Income per month \* BRAND Crosstabulation

Count

		BRAND			
		Burger King	KFC	McDonald's	Total
Income per month	THB100,000 and above	3	2	1	6
	THB15,000 and less 15,000	24	32	15	71
	THB15,001-THB25,000	58	47	36	141

	THB25,001- THB35,000	42	23	34	99
	THB35,001- THB45,000	24	13	10	47
	THB45,001- THB55,000	13	6	5	24
	THB55,001 & more THB65,001	7	3	2	12
<b>Total</b>		171	126	103	400

With respect to the Income per month, it can be found that, income slabs which were on the high side preferred Burger King mostly and the general choice was also bound to be Burger King.

#### **4.15 Summary**

The result of from the It can be outlined that; the customers of these Quick Service restaurants are most attracted by constant promotions such as price discount, Coupons, buy one get one free, free Drinks and fries or salad. Moreover, the generic choice of the customers turned out to be the Burger King. Moreover, no significant difference was found between the choices of brands across genders.

## **Chapter 5: Discussion**

### **5.1 Relationship between sales promotion techniques and the Customer buying behavior for McDonald's, KFC and Burger King in Bangkok**

From the data analysis and the regression analysis was rightfully examined that the aspects such as the aspects such as promotional offers of coupons and the buy one gets one free aspect had a significant influence on the consumer behavior of the different customers who visited McDonald's and the KFC in Bangkok along with the Burger King. In this context, no significant variances in the choices as made by the consumers was found. The primary objective of the study was to determine the associated mannerism in which the promotion techniques associated and undertaken by the Quick service restaurants such as Burger King, KFC and Mc Donald's help in ensuring better operational efficiency and influencing the customer buying behavior accordingly (Yeboah-Asiamah, Quaye and Nimako 2016). The sales promotion can be rightfully defined as a procedure which is used by the different enterprises in order to persuade a potential customer to engage in the purchase of a product. It can be mentioned to be a short-term tactic which is used by the enterprises to boost the sales of the firm and is a fairly strong way which can be applied to build the overall loyalty of the enterprise. The sales promotion activities as undertaken by the enterprise are mostly undertaken to impress the customers (Zhang and Benyoucef 2016). Enterprise such as the KFC, Mc Donald's and

Burger King is considered a Quick Service Restaurants who run on a limited budget with a limited resource base and to ensure better efficiency, they would also require to ensure that there are several factors which they have to consider before engaging in the sales promotion campaign. Such factor includes promotional costs involved, the consistency of the brand image with that of the enterprise, the discounts being offered, the manner in which the long-term customer relationships can be built with the different customers and others (Mandel et al. 2017).

Before any product or service can be sold, the use of promotional technique and communication is very necessary for achieving the target objectives of that organization. The customers are very important in this present era, this is because without the consumers there will be no marketing and promotional activities of products for effective sales promotion, the consumers have to be aware of that product before it can be patronized for rapid sales. Svetlana Frolova 2014

Nevertheless, some of the common means of sales promotions which are essentially used by the different enterprises can be identified to be the means such as the Money off coupons whereby the various customers receive the coupons with the pamphlets and the newspapers and gain discounts by presenting a given coupon.

In addition to this, there takes place several competitions as conducted by McDonalds, KFC and Burger King to encourage and engage customers along with vouchers, free gifts, happy meal toys by the Mc Donald's and others. Several points of sales materials like the display stands and other such items are also offered by the enterprise to engage the different customers in a strong association with the enterprise and to ensure higher sales. Other means which are used by the enterprises such as the Quick Service Restaurants can be identified to be the Loyalty cards which help the different guests to return to the retailer and gain discounts

based on their previous purchases. Hence, this influences the customers to return to the firm and to ensure better services from the side of the audiences. The loyalty cards also act as a crucial source of information about the shopping habits of the customers regarding their shopping destinations and planning for new procedures. Therefore, it can be rightfully outlined that sales promotion generally tends to have a temporary effect on the consumer buying behavior. The primary reason why the sales promotion is not known to have a long term effect on the consumer buying behavior due to the temporary nature of the offers being provided and the fact that it leads to a loss in the revenue as the coupon, refunds and rebates engage in increasing cost and ensuring that the profits are affected. According to Genchev and Todorova (2017), sales promotion is not known to have a reduced influence on the revenues as the purpose of the promotion is to attract the different customers in order to purchase the various services and products in higher quantities. Without these offerings, the customers would not be able to purchase in such higher quantities.

Crespo- Almendros and Del Barrio-García (2016) states that the value being offered by the different products tends to increase with respect to the sales promotion period as the customers tend to react immediately to the different offers being provided and they realize that their needs are being fulfilled at a cheaper price which tends to increase the sales and the popularity of the products. In several countries such as the United States of America, United Kingdom, Germany the sales of the products have been increasing considerably. The primary reasons are that the current brand users tend to purchase the products in several higher quantities for the overall needs and the consumption of the product increases tenfold (Fam et al. 2019). Additionally, the consumers of the competing brands may then switch to the other brands, due to the reduction in the price of the product. Moreover, the non-repetitive customers may also get attracted to the offerings of the brand and may purchase the product which

increases the overall needs of the different customers. In this context, it can be rightfully mentioned that the company may be able to satisfy the needs of the different customers with minimum cost and risk.

Cox et al. (2020) mentioned that, the sales promotion has a key role to play in the consumer perception. In line with this, the self-perception theory identifies that, the customers intend to purchase the products based on several external attributes which is benefited from the reduction in prices instead of the internal attributes which indicate towards brand preferences. However, a weakness in this aspect is that, the perception of the customers is built on the references as made to the previous price of the products. The customers generally compare the current price of the product and the previous one before taking the decisions. Additionally, the sales promotion has been increasing the extent of hesitation to engage in the purchase of a particular brand when it is not being promoted. However, this only has a short-term influence on the sales and not a long term one (Crespo-Almendros and Del Barrio-García 2016). The primary reason why the long-term consideration is not being supported is because the sales promotion does not promote the brands equity. The consumers engage in devaluing the brand's product and engage in the purchase of the sales promotion. Hence, due to this perception, when the enterprise does not engage in the promotion activity, the sales of the brand might decrease in the long run. However, there are several advantages of the promotion which can be undertaken and assists in increasing the short-term sales should be focused on (Aghara et al. 2018). Through the study, it was effectively found that, there are a large number of factors which influence the overall decision making of the different consumers and these can be outlined to be the factors such as the cultural factors and the personal factors. There are a large number of factors which have a critical influence on the overall purchase decisions of the customers and the enterprise would be required to undertake considerate initiatives to ensure



that they can cater to these factors. These can be identified as the factors associated with the cultural factors. The culture is not always correlated with the nationality of an individual but is also determined by the \*associations, the related beliefs of an individual and their overall location. In association with this, the social factors also have a critical impact on the manner in which an individual's overall environment is impacted.

Additionally, personal factors associated with the demographics such as the marital status, budget, personal beliefs, morals as well as the values. Lastly, the psychological factors associated with an individual's state of mind and other aspects also affect the decision making of the customers and the enterprises would be required to see to it that they are being able to cater to these needs of the consumers (Trudel 2019). At Mc Donald's, KFC and the Burger King which are Quick Service restaurants, they would be required to look out for the aspects related to the different budgets, family size and the time of the day which affects the decision making. Other promotional aspects taken into consideration were the loyalty points for the membership, the free drinks, fries and salad or the free gifts. Another consideration was made to find the influence of the price discounts on the overall purchase decision.

The survey that was conducted, was essentially focused on understanding the overall means using which the customers generally tend to behave and respond to the several sales promotion endeavors and activities which are generally undertaken by the enterprise. In this context, it becomes effective to highlight that, a majority of customers like to eat at these Quick service restaurants quite often and in association with this, they preferred the Quick service restaurants as an easy and simple spot for their needs associated with socialization and eating on a budget (Rana and Paul 2017). The hypothesis was set in order to examine the manner in which the different aspects such as the Coupons and discounts along with coupon and student prices impacted the purchase decision or not.

Out of these aspects which were divided into nine different hypotheses, the results found that only the coupons and the buy one gets one free offer influenced the different customers and had a strong influence on their overall consumer decision making. In line with this, it can be examined that the customer characteristics such as the budgets and the overall offers such as discount coupons and the buy one get one free offer had a crucial influence on the overall decision making of the different customers.

However, the sales promotion has to be carried out in a manner such that it increases and improves the brand loyalty. The advertising is one such means which helps in improving the brand loyalty of the firm and can ensure long term association with the customers (Kumar, Adlakha and Mukherjee 2016). The advertising has a strong influence on the consumer buying behavior as it changes the brand perceptions. In the case of the Quick Service Restaurants, it can be assessed that the coupons, although help in increasing the popularity of the enterprise, can be identified as the fear of losing the face. This is an aspect which must be taken in consideration before launching the sales campaigns. The coupons indicate that the purchase of the products is done by lower level income customers and this stigma may affect their purchase capability and influence the purchasing decisions. Very often, the coupons act as a medium of embarrassment. According to Aghara (2018), although these critics remain strong, there exists several arguments with association to which the products become very popular in the eyes of the customers and help in purchasing of the product. In consideration with this, the coupon usage has been affected due to the poor distribution and status related descriptions and hence, consumers although attract the consumers, may not be viewed as a viable opinion in the long run.

## **5.2 Summary**

Therefore, from the given assessment and critique, it can be stated that there does exist a strong association between the sales promotion and the customer buying behavior.

## **Chapter -6: Conclusion and Recommendations**

### **6.1 Overview**

The consumer buying behavior is a set of actions which are undertaken by the customers in order to successfully engage in a strong association with the enterprises in respect to the use of a specific product or an associated service. This often comprises services and aspects such as the consultation through the search engines, social media posts and other endeavors. The positive customer buying behavior can be taken to be beneficial for the enterprise as it assists in ensuring that the firm is being able to tailor the overall activities to ensure that the consumer behavior can be aligned accordingly. In this context, there are several ways in which the consumer buying behavior can be influenced and changed accordingly for the organization's benefit. One of the simplest ways in which the different consumer behavior

and perceptions can be motivated and assessed accordingly. In this context, the sales promotion can be understood to have a key role to play with the help of associated offers and coupons and discounts (by one get one free). The customers with special reference to the Quick service restaurants aim to ensure they are successfully being able to engage in associated endeavors with the help of which the customers can be attracted accordingly. In line with this, it can be mentioned that, although the sales promotion tactics are usually highly beneficial for the business activities as they ensure better efficiency and greater association with the different customers and have an effect on boosting the sales of the company and to encourage the customers to remain loyal without impacting the brand choice, but it may spoil brand images along with impacting the perceptions of the customers about the firm. Hence, strategies need to be aligned in a manner such that the right kind of decision is taken for the overall welfare of the enterprise.

In this context, it can be outlined that the research was based on understanding the ways in which the consumer buying behavior could be carried out consistently and the sales promotion can be used as a tool to ensure loyalty amongst the customers. Therefore, the study was intended towards understanding how the Burger King, McDonalds and KFC in Bangkok have been successfully able to make use of the sales promotion in order to engage and influence in better relationships with the various customers.

With this, it can be outlined that the study was divided into six different chapters. The focus of the first chapter was based on the background of the study and outlining the related research objectives and the questions for the study. The rationale of the study and the problem statement had also been outlined. The literature review presented a comprehensive overview of the concepts related to the Consumer buying behavior and the sales promotion. The benefits of understanding the buying behavior along with the associate factors affecting the buying

behavior have been highlighted. Along with this, the factors affecting sales promotion along with its purpose and benefits have been highlighted accordingly. The third chapter highlighted and outlined the associated manner in which the research methods have been applied for the study and the overall research objectives can be achieved consecutively. In association with this, it can be determined that the Primary Quantitative method of study had been applied in order to gain an understanding of the manner in which the customers feel about the various initiatives as taken by the enterprise in the right manner. The discussion reflected on the findings of the study and associated it with theories and concepts available in literature to understand the impact of the sales promotion on consumer brand choice among QSR. The last section of the paper will focus on the associated manner in which the enterprises can take initiatives for better efficiency.

## **6.2 Linking to objectives**

In this section, the outcomes of the study will be linked to the objectives which had been set earlier for the overall research.

### **1. To understand the concept of customer buying behavior and the sales promotion**

The introduction and the literature review chapters briefly discussed the overall concept of the customer buying behavior and the sales promotion. In this context, it can be rightfully assessed and analyzed that, the consumer buying behavior can be stated to be the associated manner in which the different individuals behave while making the associated decisions for the purchase. On the other hand, sales promotion can be

mentioned as the initiatives taken by the firms to attract the loyal clients towards its businesses.

**2. To analyze the consumer buying behavior at the McDonald's, Burger King and KFC in Bangkok and analyze the manner in which they have been making use of the various Sales promotion tools.**

From the fourth chapter analysis and findings along with the discussion, it was outlined that, the consumers are generally attracted towards the price discount, Coupons, buy one get one free, free Drinks and fries or salad are offered by the Burger King, McDonald's and the KFC in Bangkok. The different customers always prefer the different Quick service restaurants which tend to provide associated services to them and ensure that they are being able to engage in considerate operational efficiency. With respect to this, it can be outlined that, the above associated offers could be taken to be the most appropriate for the enterprise and associated operational efficiency.

**3. To understand the role of marketing mix in consumer buying behavior.**

The commercial environment is essentially dynamic in nature and in association with this, it can be rightfully outlined that, all organizations and Quick service restaurants like the McDonald's, KFC, and the Burger King in Thailand would be required to ensure they are successful in satisfying the overall customer expectations to ensure customers remain associated with the firm for a longer time frame. The different organizations often promise certain products or offerings to the customers thereby creating sound experience through the procedure of marketing mix and other similar

systems. The customers are offered several items and services through the mix and ensures that a certain level of expectations is built up in the mind of the customers (Kumar, Adlakha and Mukherjee 2016). Many enterprises ensure that they provide the customers with affordable prices, discounts, displays and advertising modes. Hence, there exists a positive association between the marketing mix and the customer buying behavior as the customers like to be provided with better quality products. In association with this, the enterprises must focus on the marketing mix elaboration and satisfactory provision of customer needs to ensure success in the long run.

**4. To find the relationship between the sales promotion techniques and the Customer buying behavior in McDonald's, Burger King and KFC in Bangkok.**

Through the study and the related outcomes, it was effectively found that the sales promotion techniques and the customer buying behavior have a positive association amongst one another. In relation to this, it can be mentioned that, activities such as the distribution of associate coupons and buy one get one offers have a considerate influence on the overall manner in which the customers tend to behave. In association with this, the right approach has to be taken by the firm.

**5. To provide recommendations based on which the McDonald's, Burger King and KFC Bangkok will be able to improve the ways in which the sales promotion activities can be carried out by the firm in order to improve the Customer buying behavior.**

In the next section of the paper, certain recommendations shall be highlighted based on which the Quick service restaurants will be successful in attracting the customers and modifying the related customer behaviors.

### **6.7 Limitations of the study**

The limitations of the study can be outlined as follows:

1. Firstly, the study has just undertaken the primary approach of data collection which thereby limits the manner in which the data regarding the associated research could be collected.
2. Moreover, the study has only made use of the Quantitative research analysis method using regression and correlation analysis. In association with this, no Qualitative methods have been used.
3. Lastly, due to the Coronavirus pandemic, the data collection was a difficult procedure and the online medium of communication had to be used.

### **6.8 Recommendations for future research**

In the future, in case the author intends to carry forward the research, instead of the Quick service restaurants, the study can focus on restaurants which provide a fine dine experience. Additionally, means such as secondary data collection method and the qualitative methods of analysis can be made use of.

### **6.9 Recommendations for the quick service restaurants**



In the given section, certain recommendations shall be provided which can be used effectively by the Quick service restaurants in order to ensure better customer associations:

1. Running of various campaigns and associated initiatives can be taken to be integral. In this context it means, when the various Quick service restaurants would be successful in running their campaigns online along with other popular tie ups, then in such a scenario, the operational efficiency can be ensured.
2. Other coupons and related offers should be considered an effective method as it is often used by various enterprises who in Quick service restaurants to communicate with their customers. These help in saving money and hence attract the different customers.
3. Bringing out new product options for the different customers such as the introduction of the new burger variants and associated menu in order to ensure that the customers are engaged consistently.
4. Enterprises like McDonald's and KFC and Burger King often use separate breakfast and brunch menus to attract the different audiences. In consideration with this, these tactics can be taken to ensure better efficiency. Other Quick service restaurant can also adopt these techniques to maximize output.
5. Lastly, offering meal options such as one on one products during certain hours can be taken to be critical in association with this, it can be outlined that, when the different customers are offered with one on one services, then they are inclined to visit more and engage in better associations with the enterprise.
6. Above all, these recommendations can also be adopted by other fast food industry, the three fast food restaurants mentioned on this research are the main focus from the numerous brands of QPR (Quick Service Restaurant) being that they're the major

players and owned the larger market shares among others QSR industry in Bangkok. Therefore, finding and recommendation from these three main QSR could be spread to other QSR when engaging is sales promotions campaigns to yield maximum output.

#### **6.10. Bibliography:**

Afzal, S. and Khan, J.R., 2015. Impact of online and conventional advertisement on consumer buying behaviour of branded garments. *Asian Journal of Management Sciences & Education*, 4(1), pp.125-135.

Aghara, V.N., Nwaizugbo, I.C., Oparah, P.C. and Ifeanyichukwu, C.D., 2018. Sales promotion as a leverage strategy for improving sales and profitability in alcohol beverage industry. *International research journal of management, IT and social sciences*, 5(4), pp.18-25.

Baltes, L.P., 2015. Content marketing-the fundamental tool of digital marketing. *Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V*, 8(2), p.111.

Bellini, S., Cardinali, M.G. and Grandi, B., 2017. A structural equation model of impulse buying behaviour in grocery retailing. *Journal of Retailing and Consumer Services*, 36, pp.164-171.

Bowie, D., Buttle, F., Brookes, M. and Mariussen, A., 2016. *Hospitality marketing*. Routledge.

Chaffey, D. and Ellis-Chadwick, F., 2019. *Digital marketing*. Pearson UK.

De Mooij, M., 2018. Global marketing and advertising: Understanding cultural paradoxes. SAGE Publications Limited.

Deepak, R.K.A. and Jeyakumar, S., 2019. Marketing management. Educreation Publishing.

Familmaleki, M., Aghighi, A. and Hamidi, K., 2015. Analyzing the influence of sales promotion on customer purchasing behavior. International Journal of Economics & Management Sciences, 4(4), pp.1-6.

Fill, C. and Turnbull, S.L., 2016. Marketing communications: brands, experiences and participation. Pearson.

Gillespie, K., 2015. Global marketing. Routledge.

Gudonavičienė, R. and Alijošienė, S., 2015. Visual merchandising impact on impulse buying behaviour. Procedia-Social and Behavioral Sciences, 213, pp.635-640.

Haider, A.A., Zafar, A., Khalid, A., Majid, A., Abdullah, M.A. and Sarwar, M.B., 2017. Marketing Management. Head, B, p.22.

Hassan, A., 2015. Effects of TV Advertisement on Consumer Buying Behaviour: A Comparative Study of Rural-Urban and Male-Female Consumers. International Journal of Innovation and Applied Studies, 11(3), p.608.

Hastings, G. and Stead, M., 2017. Social marketing. Taylor & Francis.

Jin, Y., Wang, S. and Hu, Q., 2015. Contract type and decision right of sales promotion in supply chain management with a capital constrained retailer. European Journal of Operational Research, 240(2), pp.415-424.

Keegan, W.J., 2017. Global marketing management. Pearson India.

- Khan, N., Hui, L.H., Chen, T.B. and Hoe, H.Y., 2016. Impulse buying behaviour of generation Y in fashion retail. *International Journal of Business and Management*, 11(1), p.144.
- Khan, N., Naqvi, A., Ahmad, R., Ahmed, F., McGarry, K., Fazlani, R. and Ahsan, M., 2016. Perceptions and attitudes of medical sales representatives (MSRs) and prescribers regarding pharmaceutical sales promotion and prescribing practices in Pakistan. *Journal of Young Pharmacists*, 8(3), pp.244-250.
- Khare, A., 2015. Antecedents to green buying behaviour: a study on consumers in an emerging economy. *Marketing Intelligence & Planning*.
- Kotler, P., Bowen, J.T., Makens, J. and Baloglu, S., 2017. *Marketing for hospitality and tourism*.
- Kotler, P., Keller, K.L., Ang, S.H., Tan, C.T. and Leong, S.M., 2018. *Marketing management: an Asian perspective*. Pearson.
- Lovelock, C. and Patterson, P., 2015. *Services marketing*. Pearson Australia.
- Malik, G. and Sachdeva, H., 2015. Impact of sales promotion technique used by online dealers on consumers. *International Journal of Applied Sciences and Management*, 1(1), pp.63-78.
- Peattie, K., 2016. Green marketing. In *The marketing book* (pp. 595-619). Routledge.
- Pike, S., 2015. *Destination marketing: essentials*. Routledge.
- Pride, W.M. and Ferrell, O.C., 2016. *Foundations of marketing*. Cengage Learning.
- Ramya, N. and Ali, M., 2016. Factors affecting consumer buying behavior. *International journal of applied research*, 2(10), pp.76-80.
- Sajid, S.I., 2016. *Social media and its role in marketing*.

Saluja, D., 2016. Consumer Buying Behaviour towards Fashion Apparels-A Case of Delhi. IOSR Journal of Business and Management (IOSR-JBM) e-ISSN, pp.82-86.

Sangroya, D. and Nayak, J.K., 2017. Factors influencing buying behaviour of green energy consumer. Journal of Cleaner Production, 151, pp.393-405.

Santini, F.D.O., Sampaio, C.H., Perin, M.G. and Vieira, V.A., 2015. An analysis of the influence of discount sales promotion in consumer buying intent and the moderating effects of attractiveness. Revista de Administração (São Paulo), 50(4), pp.416-431.

Valaei, N. and Nikhashemi, S.R., 2017. Generation Y consumers' buying behaviour in fashion apparel industry: a moderation analysis. Journal of Fashion Marketing and Management: An International Journal.

Wilson, A., Zeithaml, V., Bitner, M.J. and Gremler, D., 2016. Services marketing: Integrating customer focus across the firm.

Yeboah-Asiamah, E., Quaye, D.M. and Nimako, S.G., 2016. The effects of lucky draw sales promotion on brand loyalty in mobile telecommunication industry. African Journal of Economic and Management Studies.

Bresler, L. and Stake, R.E., 2017. Qualitative research methodology in music education. In Critical Essays in Music Education (pp. 113-128). Routledge.

Fletcher, A.J., 2017. Applying critical realism in qualitative research: methodology meets method. International journal of social research methodology, 20(2), pp.181-194.

Flick, U., 2015. Introducing research methodology: A beginner's guide to doing a research project. Sage.

Kumar, R., 2019. Research methodology: A step-by-step guide for beginners. Sage Publications Limited.

Ledford, J.R. and Gast, D.L., 2018. Single case research methodology: Applications in special education and behavioral sciences. Routledge.

Mohajan, H.K., 2018. Qualitative research methodology in social sciences and related subjects. Journal of Economic Development, Environment and People, 7(1), pp.23-48.

Saunders, M.N. and Bezzina, F., 2015. Reflections on conceptions of research methodology among management academics. European management journal, 33(5), pp.297-304.

Taherdoost, H., 2016. Sampling methods in research methodology; how to choose a sampling technique for research. How to Choose a Sampling Technique for Research (April 10, 2016).

## **Appendix**

### **Appendix A: Survey Questions (English)**

#### **Questionnaire**

**TOPIC:** Study of Factors Influencing Consumer Brand Choice among Top Fast Food Industry; KFC, Burger King and McDonald in Bangkok.

This survey is divided into four sections; General information, the influence of marketing mix on consumer buying behavior, influence of promotional techniques on consumer buying behavior, and Demography.

**Question 1:** *General information* includes:

Q1.1 What is your most preferred brand?

KFC ☐ Burger King ☐ McDonald's ☐

1.2. How often do you eat Fast Food?

Sometime ☐ Often ☐ Very Often ☐

1.3 What time do you normally go to the restaurant?

Morning ☐ Afternoon ☐ Evening ☐ late-night ☐

**Question 2.** Please write the number that closely matches your influence to patronize KFC, Burger King and McDonald's fast food restaurant

Likert Scale	0 No Effect	1 Minimal effect	2 Mild effect	3	4	5	6	7 Maximum Effect
2.1	Social trends							
2.2	Attitude towards Fast food							
	<b>Product</b>							
2.3	The restaurants service is Generic							
2.4	The food meets your Needs and Expectations for fast food							
2.5	The food Quality of the restaurants worth it							
	<b>Place</b>							
2.6	The location of the restaurants is easily accessible in shopping mall							
2.7	It is situated near my office/home and convenient for me							
2.8	it can be spotted on the road/drive thru or gas station							
2.9	I can easily place order online and have it delivered							
	<b>Price</b>							
2.10	The Price is fair with the food quality for fast food							
2.11	It's affordable for level of fast food restaurants							
2.12	The method of payment is secured							
	<b>Promotion</b>							
2.13	There are lots of offers like coupons and seasonal discount, points on membership cards, student price etc.							
2.14	There are many publicity materials used to promote the products in terms of billboard, television, brochures magazines etc.							
2.15	There are online (social media) commercial publicity for the products.							
	<b>People</b>							
2.16	The restaurants staff are friendly and ensure your needs met							
2.17	The staff are efficient in their service and can recommend new menu that might suit your taste							
2.18	The staff are neatly dress and polit in communication							

	Physical Environment								
2.19	The restaurants layouts are equipped with good furniture								
2.20	The restaurants are clean and well tidy								
2.21	The environment is conducive and can accommodate car parking								
	Process								
2.22	They often serve your order quickly without much delay								
2.23	The queuing service is efficient								
2.24	Order are timely deliver without mistakes								

### Question 3: Influence of promotional techniques on consumer buying behavior

Please write the number that closely match your view in regards to the questions

	Likert scale for KFC, McDonald's & Burger King	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
3.1	The Products quality, taste and varieties of menu are good					
3.2	The Price are economical and affordable					
3.3	I buy more of KFC Burger King & McDonald to earn extra /loyalty points for my membership					
3.4	I order from menu with free Drinks and fries or salad					
3.5	I like to buy it when there is Free gifts rewards					
3.6	Whenever there is price discount, I buy more of its					
3.7	I buy more of it whenever there is "Buy one get one free" promotion					
3.8	The promotion determines my frequent visit to the restaurants					
3.9	I am willing to buy KFC, Burger King or McDonald's whenever there is contest or sweepstakes to participates					
3.10	I often order online when there is free delivery offer for any online purchase					
3.11	The product quality determines the success of the product					
3.12	The product appeal and design appeal the audience.					
3.13	The medium of distribution is a critical one					
3.14	Online mediums attract more customers					
3.15	The marketplace scenario affects the promotion activities					
3.16	The income of the market determines the success of the activity competition tactics influences the sales					
3.17	Their service is very effective and efficient					
3.18	They are economical					



**Question 4: Demography**

- 4.1 Job title/Profession: \_\_\_\_\_
- 4.2 Gender: Male ☐ Female ☐ Preferred not to say ☐
- 4.3 Age: 20 and under 20 ☐ 21-30 ☐ 31-40 ☐ 41-50 ☐ 51-60 ☐ 61 and over 61 ☐
- 4.4 Level of education: High school or less ☐ High school or equivalent ☐  
Vocational/technical ☐ Some college ☐ Bachelor's degree ☐ Master's degree ☐  
Professional degree ☐ Doctoral degree ☐ Others ☐
- 4.5 Employment status: Full time employment ☐ Part time employment ☐ Self-employed ☐
- 4.6 Unemployed ☐ student ☐ retired ☐ others ☐
- 4.7 Income per month:
- |                         |                       |
|-------------------------|-----------------------|
| ₹15,000 and less 15,000 | <input type="radio"/> |
| ₹15,001 – ₹25,000       | <input type="radio"/> |
| ₹25,001 – ₹35,000       | <input type="radio"/> |
| ₹35,001 – ₹45,000       | <input type="radio"/> |
| ₹45,001 – ₹55,000       | <input type="radio"/> |
| ₹55,001 & more ₹65,001  | <input type="radio"/> |
| ₹100,000 and above      | <input type="radio"/> |

**Reliability of Test**

Item-Objective congruence (IOC) test for validity of each question

Sr.No	Questions	Expert 1	Expert 2	Expert 3	Total scores $\sum R$	IOC $\frac{\sum R}{N}$	Data Analysis
1	Demographics	0	+1	0	1	0.33	Unacceptable

2	Culture and social factors	+1	-1	+1	1	0.33	Unacceptable
3	Political and personal	+1	0	+1	2	0.66	Acceptable
4	Product and place	0	-1	+1	0	0	Unacceptable
5	Promotion and place	+1	+1	+1	3	1	Acceptable
6	Marketing and competition	+1	0	0	1	0.33	Unacceptable
7	Final Q	+1	+1	+1	3	1	Acceptable

$$IOC = 0.365/7$$

$$= 0.5214$$

Hence, the test is acceptable.

### Cronbach Alpha Test

The researcher used the value of Cronbach's Alpha coefficient to measure the reliability of the questionnaire conducted with 30 samples as pilots test and subsequently impute the derived data into SPSS software.

To consider any instrument reliable, the value of Cronbach's alpha must be greater than 0.70, therefore the ranges of Cronbach alpha coefficient is stated on the table below:

<b>Cronbach Alpha Coefficient</b>	<b>Internal Consistency</b>
> 0.9	Excellent
0.8 to <0.9	Good
0.7 to <0.8	Acceptable
0.6 to <0.7	Questionable
0.5 to <0.6	Poor
< 0.6	Unacceptable

To determine the survey results by using Cronbach alpha analysis, the value is divided into 7 P's of marketing mix including brand equity and sales promotions.

**Promotion** is broken into Discount, Coupon, Loyalty Points, Voucher, and Special menu, Free Shipping, Buy More and Save More. The Cronbach alpha analysis result would be;

### **Reliability Statistics**

Cronbach's Alpha	N of Items
.863	7

**Place:** place is divided into Convenience to access, Shopping mall, Online order, Drive Thru and Gas station. Below is Cronbach alpha analysis result:

**Reliability Statistics**

Cronbach's Alpha	N of Items
.771	5

**Price:** price is divided into Value for money, Promotion Price, Economic and Affordable price. The Cronbach alpha analysis result is:

**Reliability Statistics**

Cronbach's Alpha	N of Items
.819	4

**Process:** is divided into Queue, time Served, Courteous and timely delivered. Below is Cronbach alpha result for it.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.870	4

**People:** is divided into Good communication, Good service, Friendly, grooming and hospitable. Below is Cronbach alpha result:

**Reliability Statistics**

Cronbach's Alpha	N of Items
.819	5

**Physical Environment:** is divided into Shop layout, Shop Fixtures, Healthy environment , Varieties of menu displayed, Parking space, Music and Comfort. Cronbach alpha analysis is shown below:

**Reliability Statistics**

Cronbach's Alpha	N of Items
.851	7

**Brand Equity:** is divided into Loyalty, Reputation, Awareness, Familiarity, and Value. Cronbach alpha analysis for it is shown below:

**Reliability Statistics**

Cronbach's Alpha	N of Items
.858	5

**Customer Behaviour:** is divided into Sales Promotions, Habitual, Impulsive, Economic conditions, Group influence. Cronbach alpha analysis for it is shown below:

**Reliability Statistics**

Cronbach's Alpha	N of Items
.888	5